LIFE

MISSIONARIES' JUNGLE MARTYRDOM: DIARIES AND EXCLUSIVE PHOTOS

TRUMAN TELLS HOW HE CONFOUNDED EXPERTS IN '48 ELECTION UPSET

HENRY FORD II
AT RIVER ROUGE

REG. U. S. PAT. OFF.

20 CENTS

JANUARY 30, 1956

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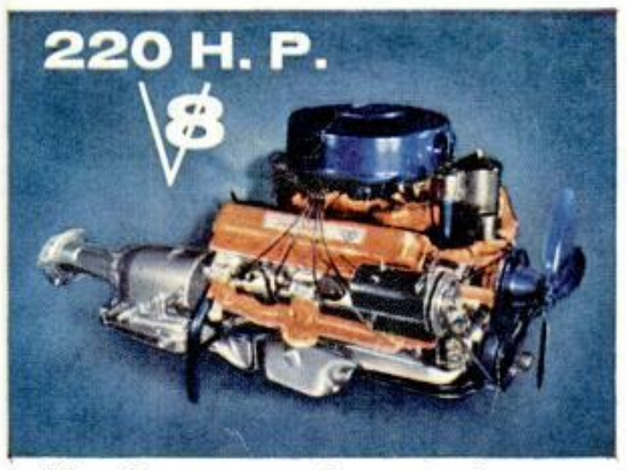
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Nash

'56

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the fabulous Bendix Duomatic washes and dries their clothes!



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And half the time you'll *dress* your toddlers out of the Bendix Duomatic, too.

Simply turn the dial and the Duomatic takes over both the washing *and* drying . . . does everything but fold the clothes.

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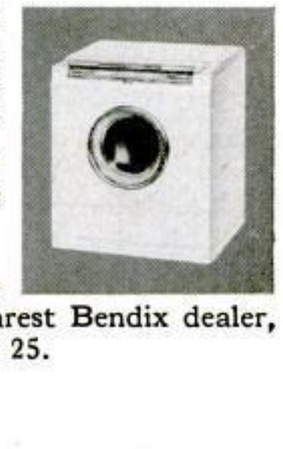
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Vol. 40, No. 5

LIFE

REG. U.S. PAT. OFF.

January 30, 1956

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PILOT NATE SAINT

LIFE presents a unique human document, in their own words (mostly by Pilot Saint, himself a missionary) and photographs, of five devout men who sought to bring the word of God to a fierce tribe of Stone Age savages in a remote Ecuadorian jungle and were slain themselves in the attempt.

Biggest stock issue 32



FOUNDER'S GRANDSON

The biggest stock sale in history, in which 250,000 Americans pay $657 million for a slice of the Ford Motor Company, reveals how well the gifted grandson of its founder (see cover) has done since he took over 10 years ago.

Truman's '48 upset 62



STUMPING TRUMAN, 1948

The ex-President in Part II of his Memoirs tells how he rallied his party and took his case "to the people" to win in '48—plus a lively color portfolio, with a historical commentary by Truman himself, on past U.S. campaigns.

'56 cars, a big catalog 48



THE 1956 LOOK IN THREE OF THE AMERICAN SPORTS CARS

For the first time anywhere LIFE presents side by side, in seven pages of color, an album of the latest new models of all the American manufacturers — bigger, more powerful and more automatic than ever—and a first look at most of the popular models imported from abroad.

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Henry Ford II stands before his River Rouge plant, the world's largest integrated factory, which is now partly owned by the public through Ford stock sale (see pp. 32–38)

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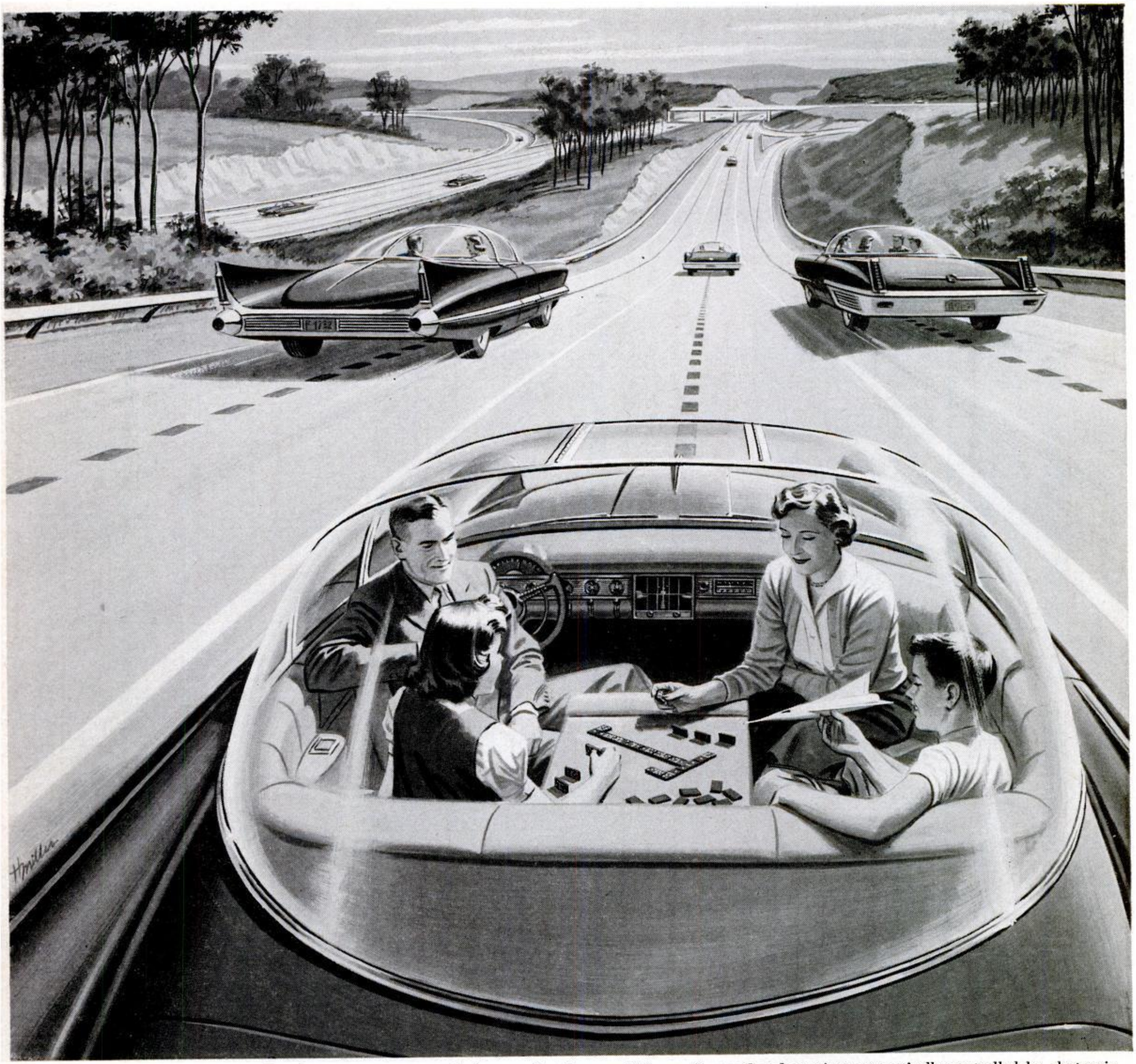
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The same experience, imagination and enterprise that electrified the nation in a single lifetime are at work shaping your electric future. That's why in the years to come, as in the past, you will benefit *most* when you are served by independent companies like the ones bringing you this message—America's Electric Light and Power Companies*.

*Names on request from this magazine

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LETTERS TO THE EDITORS

A 250th BIRTHDAY FOR BEN

Sirs:

The intimate personal letters of Benjamin Franklin ("A 250th Birthday for Ben," LIFE, Jan. 9) and the handsome portraits of this great, great man made superb reading!

DELLA C. ALDER

New York, N.Y.

Sirs:

I own an original Franklin letter which may be of interest to the Yale collectors. It was purchased about 50 years ago by Hon. Edward Ambler Armstrong of



Princeton, N.J. and is owned today by his granddaughter, who is my wife [shown here with her letter]. The letter is to Franklin's wife Deborah and is dated London, April 28, 1774.

"My dear Love

I hoped to have been on the Sea in my Return by this time, but find I must stay a few Weeks longer, perhaps for the Summer Ships. Thanks to God I continue well and hearty, and hope to find you so when I have the Happiness once more of seeing you. . . .

My Blessing to the Children. Mrs. Hewson's have lately had the Small Pox, the eldest in the common Way very full, the youngest by Inoculation lightly, and both are now well: But Mr. Hewson is down with a terrible Fever and till yesterday his Life was despair'd of; we now begin to hope his Recovery.

I . . . am as ever

Dear Debby,

Your affectionate Husband

B Franklin"

There is a possibility that Mrs. Franklin never received this letter since she died while her husband was still in London.

EDWIN A. WILLARD

Washington, D.C.

● Professor Leonard Labaree, editor of the Franklin papers, says, "Our biggest job is to locate the originals of every extant Franklin letter, and finding the original of this letter is great news. It has been quoted in books since 1839 but its ownership remained a mystery until now."—ED.

Sirs:

There is something for almost everybody in Franklin's career. Skindiver and marine enthusiasts hail Dr. Franklin as the patron saint of American skindiving. When he was only 14 he invented the first foot fins.

ALFRED BUTTERFIELD

New York, N.Y.

● "I made two oval palettes," Franklin wrote, "with a hole for the thumb. . . . In swimming . . . I struck the water with their flat surfaces. . . . I also fitted to the soles of my feet, a kind of sandals."—ED.

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IN DANGER, OPPORTUNITY

Sirs:

The editorial, "In Danger, Opportunity" (LIFE, Jan. 9), is the voice of a great nation speaking out in dignity and self-respect. It is time the U.S. stopped waiting on Communist action and pursued a resolute strategy of its own in an open ideological drive on all fronts.

EDMUND ZAWACKI and DMITRI PRONIN

The University of Wisconsin

Madison, Wis.

Sirs:

A very inspiring editorial. Rather than setting boldly the pace for free men everywhere, our big, rich country is limping pitifully behind Russia.

FRED VAN EYCK

Elmhurst, Ill.

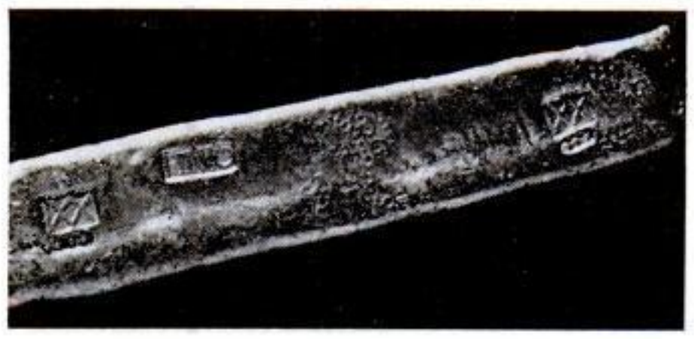
RICHEST TREASURE TROVE

Sirs:

Curator Mendel Peterson's interpretations ("Richest Treasure Trove," LIFE, Jan. 9) of the names on the gold bar—"Pinto" as referring to Pinto River of Colombia and "Don Hernandez" to the name of the official assaying the bar—do not seem relevant to me. My guess is they represent the complete name of a single person, namely Fernão Mendes Pinto, the celebrated Portuguese pirate of the 16th Century who lived a life of extraordinary adventure. He plundered the tombs of 17 Chinese kings all of gold.

H. L. LI

Philadelphia, Pa.



GOLD BAR WITH PINTO INSCRIPTION

● The Smithsonian's Peterson disagrees: "No pirate goes around putting his name on gold."—ED.

RUSSIANS LIONIZE 'PORGY' CAST

Sirs:

There should be further exchanges of cultural projects ("Russians Lionize 'Porgy' Cast," LIFE, Jan. 9) to strengthen the bonds between the U.S. and Russia. We are all on the same planet, and when we cooperate everyone is benefited.

A. Y. GENTLE

Little Rock, Ark.

Sirs:

I recoil from the thought that the story of a prostitute, gambling, drugs and murder depicts our answer for the world. The Communists would never sponsor *Porgy* unless it provided a reinforcement of their case for the need of Communism to answer the contradictions in the free world. Alarming!

ROBERT L. LARSEN

Redlands, Calif.

● Some Russian critics spoke of "the corrosive effect of the capitalistic system" and of Negro life "filled with bitter need and great poverty." But *Izvestia*, the government paper, wrote: "Our American guests have shown that original art is understandable for people of all countries."—ED.

BIRDMEN'S BEST FOOT FORWARD

Sirs:

I wonder if the officers at the U.S. Air Force Academy ("Birdmen's Best Foot Forward," LIFE, Jan. 9) also shine the cadets' shoes? Major Hill looked very motherly helping the two cadets with their ties.

WILLIAM H. BERG

Chicago, Ill.

Sirs:

Just how far is the Air Force going to take this "tradition-establishing" idea? A young man appointed to the Academy should be versed in the art of dancing.

SAM G. MCDOUGAL

New York, N.Y.

● Both West Point and Annapolis offer dancing classes for plebes.—ED.

ACADEMIC FORM CHART

Sirs:

Your discussion of our grade prediction system was a good job of concise reporting on a highly technical subject ("Academic Form Chart," LIFE, Jan. 9). We believe the program will be more helpful if used by high school seniors as a guide. Therefore the system will be used for the first time on a trial basis by high school seniors in the state of Washington this spring.

PAUL HORST

Seattle, Wash.

Sirs:

Did Dr. Horst compute daughter Sylvia's averages? The chart shows both predicted and actual averages as 3.3. but they are actually 3.2 predicted and 3.45 actual.

J. L. MESCHINO

Toronto, Canada

● LIFE's chart did not include all subjects on which Sylvia was graded or weigh the factor of hours taken in each course. When these are considered, the averages are 3.3.—ED.

SUNNY STYLE OF THE RIVIERA

Sirs:

Not since Gandhi's last fast ("Sunny Style of the Riviera," LIFE, Jan. 9) have I seen a better example of advanced starvation than your Riviera models.

A. HAMIL

Louisville, Ky.

Sirs:

The model on the cover is most appealing, most eye-catching and wholesomely beautiful.

EDWARD A. MACPHERSON

Syracuse, N.Y.

WORLD'S WEEK

Sirs:

Your photo of Eisenhower in Key West ("A Look at the World's Week," LIFE, Jan. 9) was most illuminating. Many of us knew that Ike had sent Truman to the cleaners, but we never did know the exact location.

AUSTIN W. SANBORN

Hollis, N.H.

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blessing of health long dreamed of.

This announcement opens a new era
in preventive dental care. You owe it
to those you love—and to yourself—
to read it thoughtfully.

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1796—Triumph Over Contagious Diseases. First inoculation by Dr. Jenner. **1848**—Triumph Over Pain. Dr. Morton's discovery of ether as an anesthetic is used for the first time in surgery. **1929**—Triumph Over Bacterial Infections. Fleming discovers penicillin.

Now—1956—Procter & Gamble proudly announces . . .

TRIUMPH OVER TOOTH DECAY

Crest Toothpaste with Fluoristan

strengthens tooth enamel from within to lock out decay

Fluoristan is Procter & Gamble's exclusive fluoride compound—far superior to fluoride alone



Miracle of the Towns Without Toothaches. For years, children growing up in several Western towns were virtually without cavities. Then science learned why: nature's decay-preventive, *fluoride*, was present in their drinking water!



Science Long Tried to Capture Fluoride—only medically approved preventive of decay—in a toothpaste. At last, university scientists and Procter & Gamble found the answer: *Fluoristan*, exclusive fluoride compound, *far superior to fluoride alone.*



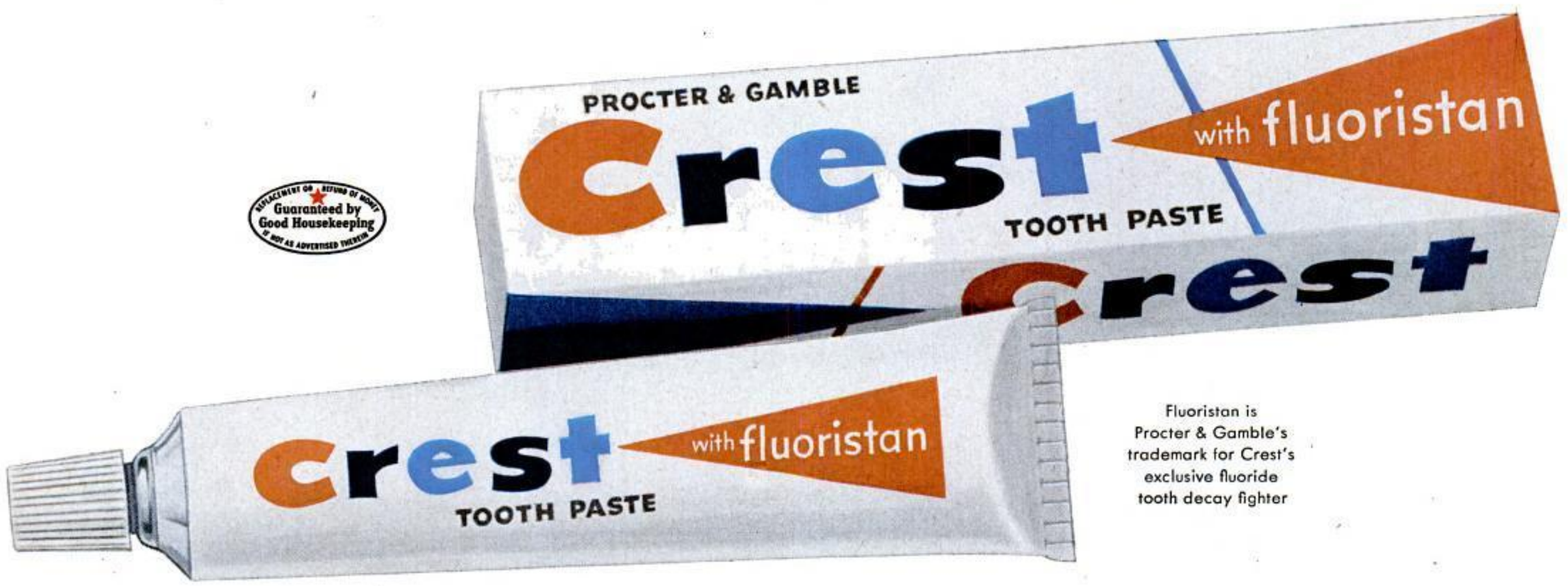
Fluoristan Makes Possible Crest—world's greatest weapon against tooth decay. Unless you get Fluoristan, you cannot get maximum protection against tooth decay with a toothpaste. Protects permanent teeth of adults and of children, six and over.

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Crest with Fluoristan is the only toothpaste ever developed that makes possible a major reduction in tooth decay, for people of all ages. Thereby, Crest marks the turning point in man's age-old struggle against this almost universal disease.

Instead of waiting helplessly for cavities to strike, Crest now makes it possible for you to build strong defenses against decay *within teeth themselves* . . . to actually *fortify* teeth so that they turn back the destructive attacks of decay (as opposed to the old-fashioned method of depositing a temporary coating of protection on the surface of teeth). With Crest, your family approaches the long dreamed-of day of healthy, decay-free teeth.



Fluoristan is Procter & Gamble's trademark for Crest's exclusive fluoride tooth decay fighter

IMPORTANT: For your protection, you should know that Crest with Fluoristan has been proved in clinical tests to be far superior to any other toothpaste in preventing tooth decay. You should know that Fluoristan—far superior to fluoride alone—is the only fluoride compound whose effectiveness has been documented and reported in leading dental publications.

Unless the word FLUORISTAN appears on the package, you and your family cannot get maximum protection against tooth decay with a toothpaste.



Dentists Tested Crest for three years, on 5,673 people. Crest set records of decay prevention unequalled by *any* toothpaste of *any* kind. Every Crest brushing strengthens teeth against decay—and regular use strengthens them *lastingly*.



Protects You Against Bad Breath, Too! Crest blocks out bad breath as it locks out decay—*as no other toothpaste can*. Helps keep teeth naturally white and beautiful. And that pure, inviting flavor refreshes your entire mouth. You'll *love* Crest!

A Special Message to Dentists

The laboratory and clinical evidence for the unprecedented reduction in tooth decay achieved by Crest Toothpaste with Fluoristan is contained in numerous professional papers.

These papers have been presented before such societies as the American Association for the Advancement of Science, the American Association of Public Health Dentists, and the International Association for Dental Research.

A comprehensive summary of these papers has already been mailed to you. If you have not received your copy, write: The Procter & Gamble Company, Office, Division of Dental Research, Cincinnati 1, Ohio.

***CREST**—World's Greatest Weapon Against Tooth Decay*

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NOW THE FUN STARTS

...it's Canada Dry time!

Now is the moment for sparkling Canada Dry Ginger Ale. And when the delicious tang of that true Jamaica ginger touches your tongue—you'll have the taste-time of your life! Delightfully dry, not too sweet, Canada Dry Ginger Ale is a wholesome favorite of youngsters and oldsters. Canada Dry Root Beer does right by your taste, too. Here is the good, old-fashioned king of root beers... rich, creamy, loaded with flavor. Snap the cap off one of the many Canada Dry flavors right now—it's Canada Dry time!



A FLAVOR FOR EVERY TASTE

You can get all your favorites—made by Canada Dry—True Fruit Orange, True Fruit Black Cherry, Grape, Root Beer, Spur Cola, Hi-Spot Lemon Soda, Ginger Ale and many others.

INVEST IN
Junior Achievement

CANADA DRY

THE FLAVOR YOU LIKE...THE NAME YOU KNOW

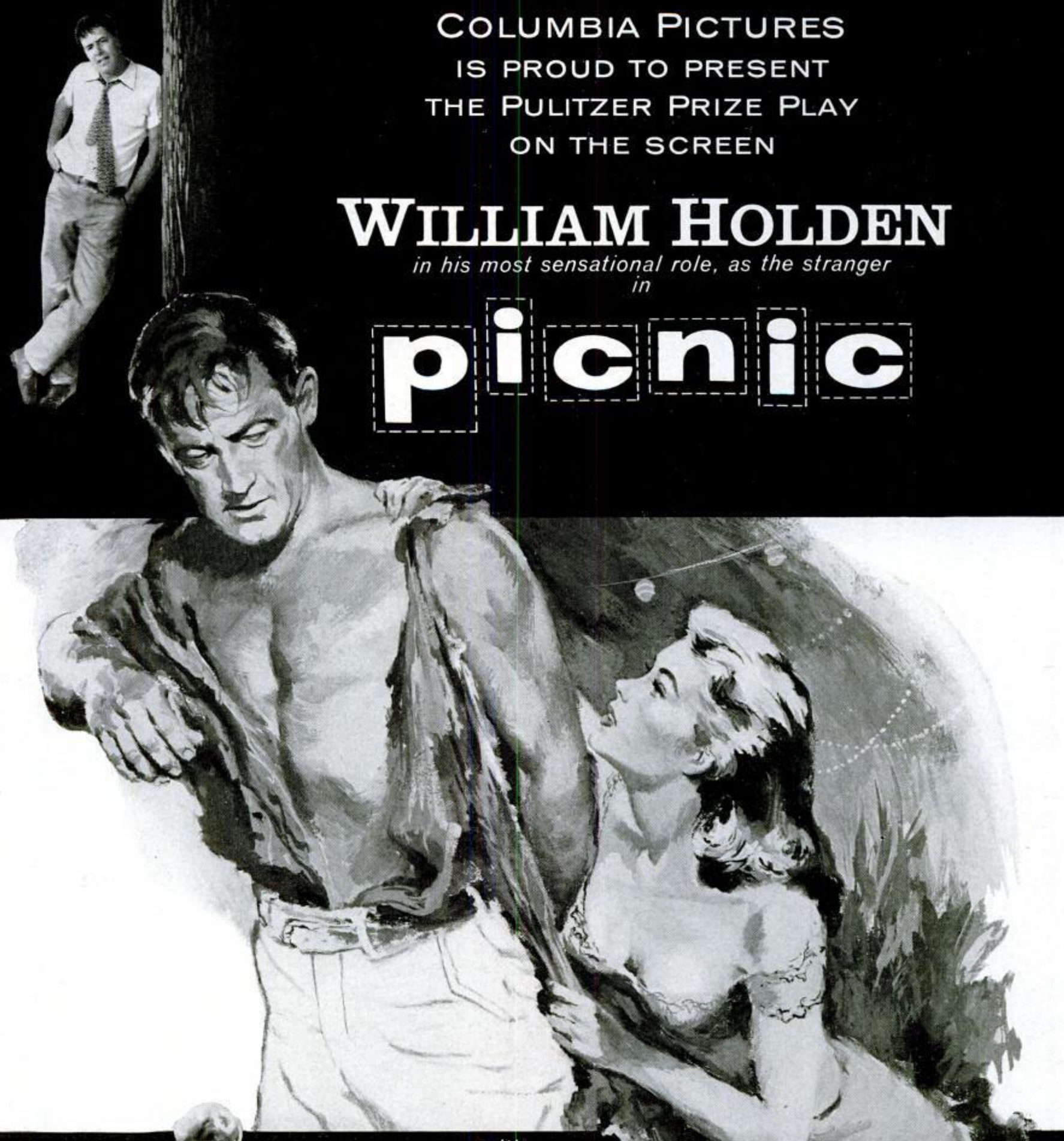
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COLUMBIA PICTURES
IS PROUD TO PRESENT
THE PULITZER PRIZE PLAY
ON THE SCREEN

WILLIAM HOLDEN

in his most sensational role, as the stranger
in

picnic



with

KIM NOVAK

as the pretty sister

BETTY FIELD
as the mother

SUSAN STRASBERG
as the teen-age sister

CLIFF ROBERTSON
as the rich man's son

AND
CO-STARRING

ROSALIND RUSSELL

AS ROSEMARY









CINEMASCOPE
COLOR BY
TECHNICOLOR

Screen play by
DANIEL TARADASH
(prize-winning screen writer of "From Here to Eternity")

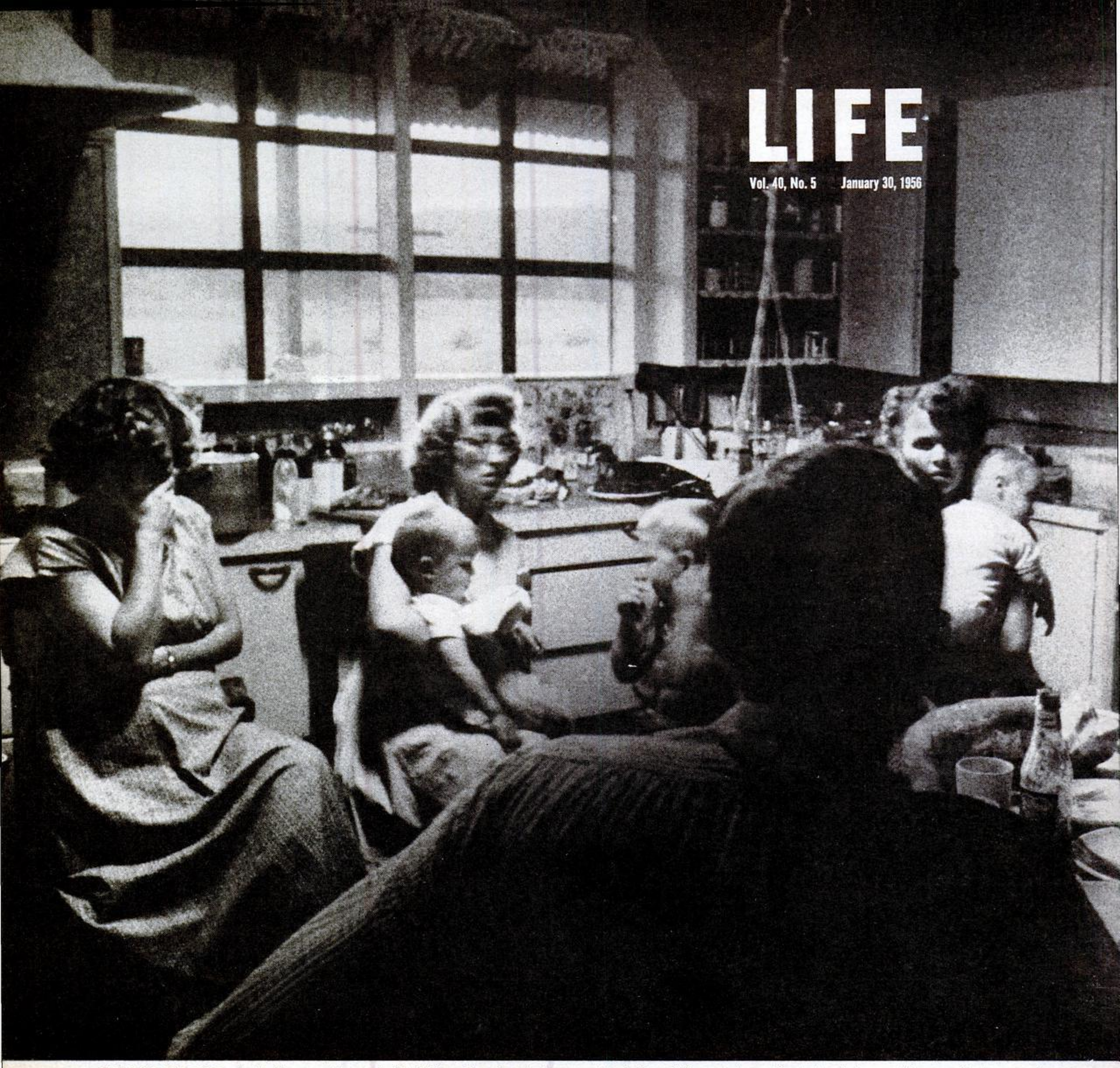
Based upon the play "Picnic"
by WILLIAM INGE

Produced on the stage by
THEATRE GUILD, Inc. and JOSHUA LOGAN

Directed by JOSHUA LOGAN • Produced by FRED KOHLMAR

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LIFE
Vol. 40, No. 5 January 30, 1956



THE FIVE WIDOWS, who had been waiting at the Shell Mera, Ecuador mission station hear the agonizing account of discovery of their husbands' bodies in the jungle from fellow missionary Dr. Arthur Johnston (*foreground*) who went along with the overland search party. The listeners are (*left to right*) Marilou McCully,

'GO YE AND PREACH THE GOSPEL'

In the jungles of eastern Ecuador lives a tribe of Stone Age Indians called Aucas, little known even to anthropologists and until less than a month ago never photographed in their native surroundings. The young American missionary who took the picture on the opposite page is dead —murdered by the Aucas. His widow and four other bereaved wives are shown above as they heard how their husbands were martyred.

The five dead men formed a selfless band of interdenominational evangelists. James Elliot, Peter Fleming and Edward McCully had been sponsored by the Christian Missions in Many Lands. Roger Youderian belonged to the Gospel Missionary Union. Nathanael Saint was pilot and missionary with the Missionary Aviation Fellowship. They learned about the Aucas as they and their wives were ministering to Quechua-speaking and Jívaro Indians. The Aucas had killed all strangers for centuries. Other Indians feared them but the missionaries were determined to reach them. Said Elliot, "Our orders are: the Gospel to every creature."

They found the Aucas by flying over their territory in Nate Saint's small plane. For weeks they dropped presents to make friends. They finally touched down on a sand beach in the Curaray River and made face-to-face contact with the Aucas. The messages and diaries they shuttled back to their operations base were full of hope. Then, on January 8, they were set upon and speared to death. When the wives heard, they joined in a hymn their husbands had sung before entering Auca territory:

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Barbara Youderian holding her 21-month-old son Jerry Lee, little Stephen Saint, Marjorie Saint holding one-year-old Philip, Olive Fleming and Elisabeth Elliot.

FIVE DO AND DIE

We rest on Thee, our Shield and our Defender
Thine is the battle, Thine shall be the praise
When passing through the gates of pearly splendor
Victors, we rest with Thee through endless days.

On these pages is the first complete story of the missionaries' martyrdom, brought to LIFE by Photographer-Correspondent Cornell Capa. It is told partly in their own photographs and diaries and partly in pictures by Capa. It is the story of five men who poignantly subscribed to the words which one of them, James Elliot, wrote in a diary five years ago: "When it comes time to die, make sure all you have to do is die."



A SAVAGE AUCA, his ear lobes distended by wooden plugs, was photographed by Saint on first white contact in years with untamed Aucas. He posed with a model plane missionaries had set out to familiarize the Aucas with their aircraft. In the log behind him is a machete of the type dropped as gift to Aucas.

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'WE PRAISE GOD FOR HIS LEADING AND CARE'

Missionaries' diaries tell of good works to win friendship, leading up to fateful meeting on the beach

Among the effects of the missionaries whose bodies were found in the Curaray River were three diaries in which the men had recorded, step by step, the progress of their mission. LIFE *herewith excerpts two of those diaries. One is by Nathanael Saint, pilot of the mission's plane and the other is by Peter Fleming. Saint's account starts by describing the scene at Shell Mera, the missionaries' base camp, in an entry dated Oct. 2, 1955.*

Last night Ed McCully, Jim Elliot, Johnny Keenan and I were on the living room floor on elbows and knees poring over a map of the eastern jungles of Ecuador. We had just decided that it was the Lord's time to try to contact the savage Auca tribe located somewhere east of Ed's Quechua Indian mission station.

Later in the kitchen, over a midnight cup of cocoa, we decided that our efforts should be carried forward as secretly as practical so as to avoid inciting other nonmissionary groups to competitive efforts that would undoubtedly employ a heavily armed invasion party action overland. This we fear might set back the missionary effort among these Stone Age people for decades.

The actual search did not get under way until one morning in September. It was around 8:30 a.m., as I recall, and the river valleys, which are usually camouflaged by light-haze-foliage combinations, were clear in the distance. I'd been eying a blemish, barely discernible on the jungle, maybe five miles away. The blemish grew into a good-sized clearing. This was it. All told we must have seen about 15 clearings and a few houses. It was an exciting old time . . . a time we'd waited for.

A couple of weeks later we flew down a little river and spotted a half dozen big houses with smaller ones around them. The most significant part of it was not the information gained but the fact that after so much fruitless searching we had located the first group and then a couple of weeks later we practically stumbled over the other group. It seemed to mean that now was the Lord's time to do something about it. We agreed to be praying about it and compare notes later.

They decided that the first move was to fly over the Auca compounds and drop gifts. They planned to do this by circling slowly while suspending the gift on a long line which would be held stationary by gravitational pull. This they planned to do once a week, in the hope that the Aucas would come to welcome the regular visits.

The first gift was a small aluminum kettle with a lid. Inside we put about 20 brightly colored buttons, obviously not for their clothes since they don't wear any, but they do make good ornaments. To these things we attached about 15 brightly colored ribbon streamers about a yard long.

Fifteen minutes' flying brought us over the first clearings. About 15 minutes more assured us that we were over the house that interested us. We were about 3,000 feet above the ground. We could not see anyone on the ground, yet every indication showed clearly that the house was occupied. The house was about 40 yards from the edge of the stream and had a nice beach in front of it. A path showed that they used the *playa* [beach] frequently. The *playa* would be our target.

We slowed the plane down to 55 mph and held the gifts over the side and hooked up the automatic release mechanism. Then we slowly lowered it until well clear of the plane. We allowed the air speed to come up to 65 and began reeling out the line. All went well and we began circling at about 65 mph until the gift was drifting in a small, lazy circle below us, ribbons fluttering nicely. Still no sign of life below. The gift seemed pretty high so we started spiraling down.

Finally it looked pretty close to the trees below. Time for the attempt. A couple of times it seemed that we snatched [the gift] upward just in the nick of time to keep it out of trees bordering the beach. We made about six attempts at this elevation. Then we held our breath while [the gift] lowered toward the earth. It wouldn't be ideal for it to hit the water and it was heading close . . . close . . . closer . . . plunk! It hit about two or three feet from the water, directly in line with the path to the house. They couldn't miss it since they probably got their water for cooking right at that spot.

We had delivered the first gospel message by sign language to a people who were a quarter of a mile away vertically but, in a sense, 50 miles horizontally, and in a more real sense they were continents and wide seas away, for they had never been contacted by the outside world.

May God continue to put His good hand on the project and may we drop it when not fully assured of His direction. At present we feel unanimously that God is in it. May the praise be His and may it be that some Auca, clothed in the righteousness of Jesus Christ, will be with us as we lift our voice in praise before His throne. Amen.

The following Friday the plane went out again, with a machete as a gift.

Our plan was to check the beach where we left the gift last week. The gift was gone. We started to circle 2,500 feet above the house. Ed all of a sudden let out a yell. We were seeing our first Auca. Pretty soon there were three of them, watching the prize that dangled below the plane. We let on down. Then splash . . . and a bigger splash. The machete had released OK and an Auca had dived in for it.

The men still worried over the possibility of outside interference that might upset their delicate mission. To mask their activities they took circuitous routes in their flights over the Auca settlements. They adopted such code names as "Terminal City" for the Auca clearing. Meanwhile the air drops went on regularly, one each week. In all, some 10 machetes, 8 kettles, 6 shirts, 3 pairs of trousers and uncounted colored buttons and other trinkets were dropped in the 13 gift visits. The shirts, especially red-checked and pink ones, seemed to appeal particularly to the leaders of the community. One of the most ingenious air drops took place on Nov. 26 when the men tried littering the treetops so that the Indians would chop the trees down and make it easier for the plane to fly low over the settlement.

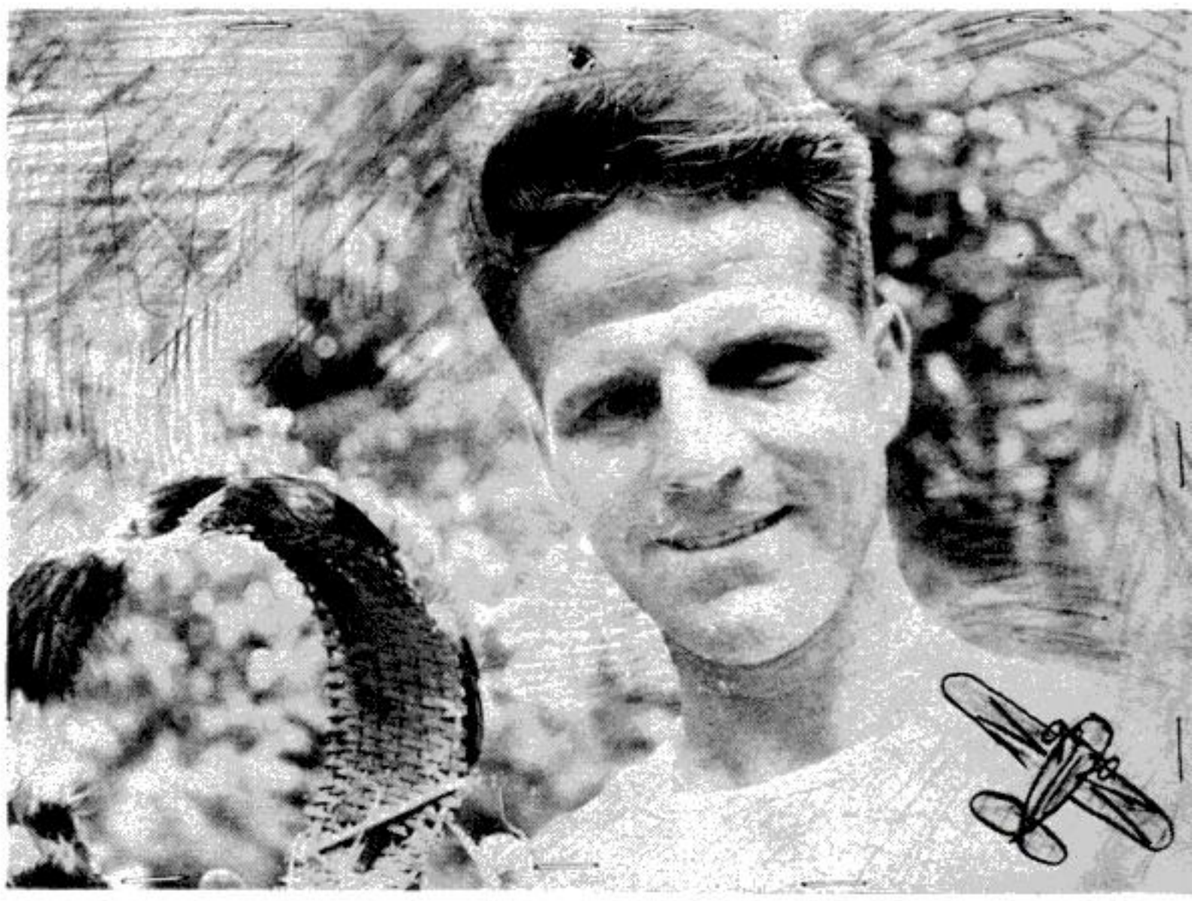
In rummaging in the emergency kit we found a roll of Waldorf [toilet tissue]. We thought it might help to get those tall trees down and it would seem easy to drape it in the treetops. However, it rolled out about six feet and then the wind tore off that length and then the process would be repeated until there was a white dotted line floating down into the trees.

On the ninth gift flight, Dec. 3, Saint and McCully got their first close look at an Auca.

We checked the hilltop clearing. I could see someone was there. They turned out to be two women, young. We passed within 50 feet of them and for the first time looked full into an Auca face. She was good looking, with hair cropped to bangs in front.

Meanwhile the missionaries had been learning some rudimentary phrases in the Auca language. And on another visit the Indians gave a gift in return.

This morning we took off at about 9:15 with gift-wrapped machetes, axes and small knives and plastic items. [Over the clearing] we made a low pass to drop an axhead. We spotted the boss man in the red-checked



FOUR MARTYRED MISSIONARIES were (*left to right*) James Elliot, 28, from Portland, Ore.; Nate Saint, 32, of Huntingdon Valley, Pa.; Roger Youderian, 31,

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AUCA HUT, part of village which the missionaries called "Terminal City," was photographed by Saint. Flanked by a row of unwalled sheds, the hut stands in a clearing beside a tributary of the Curaray River.



FIFTH MARTYR, Peter Fleming, 27, from Seattle Wash., taught Quechuas (*above*) before expedition.

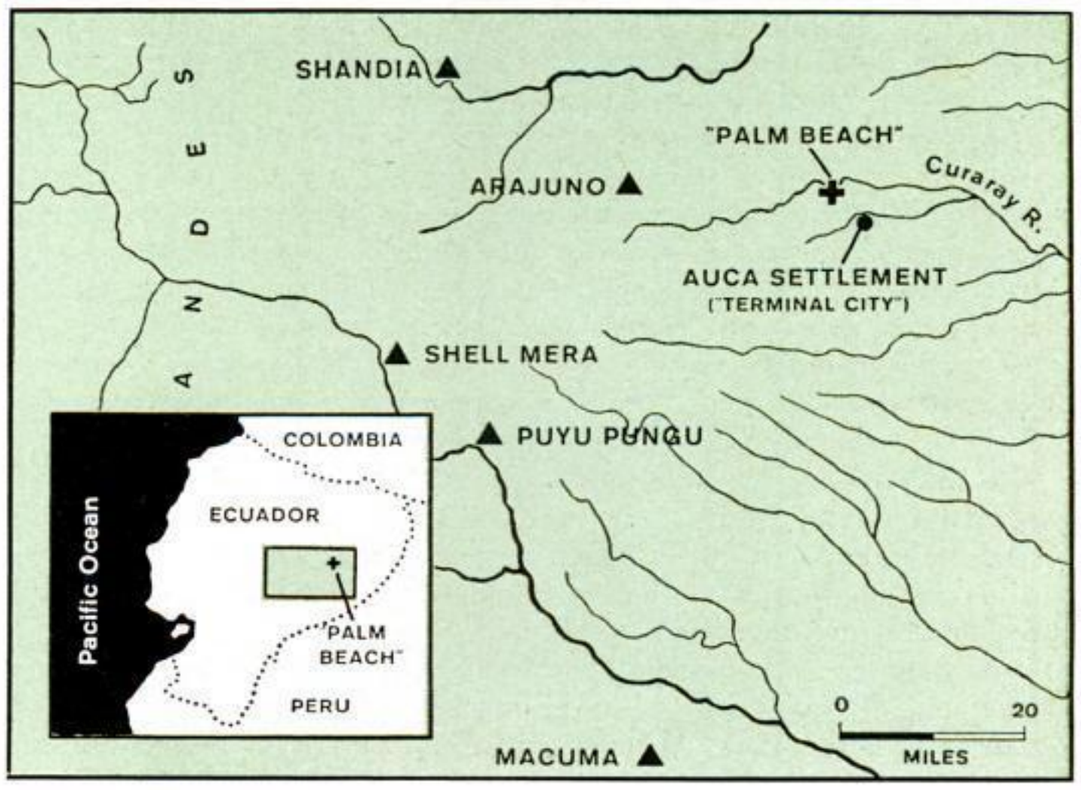
shirt. We dropped him a pair of pants which he caught out of midair (these fellows will be dressed like dudes before we get to see them on the ground). The big shots were clad in white T-shirts.

We made a couple of low passes, calling to them [over a public address system installed in the plane], "I like you, I like you." While passing low we saw one of the four big wheels [chiefs] holding up a package, roundish and brown. We pulled up and climbed slowly. At 3,000 feet I throttled all the way back, pulled flaps and settled into the quiet of a 45 mph glide while Ed got the gift overboard on the line. This week we gave them a couple of little bundles of string, a few smaller items, and four 6x9-inch portraits of the team members, tinted and bearing the insigne of the operation, which was a drawing of the little yellow airplane. These were mounted on composition board.

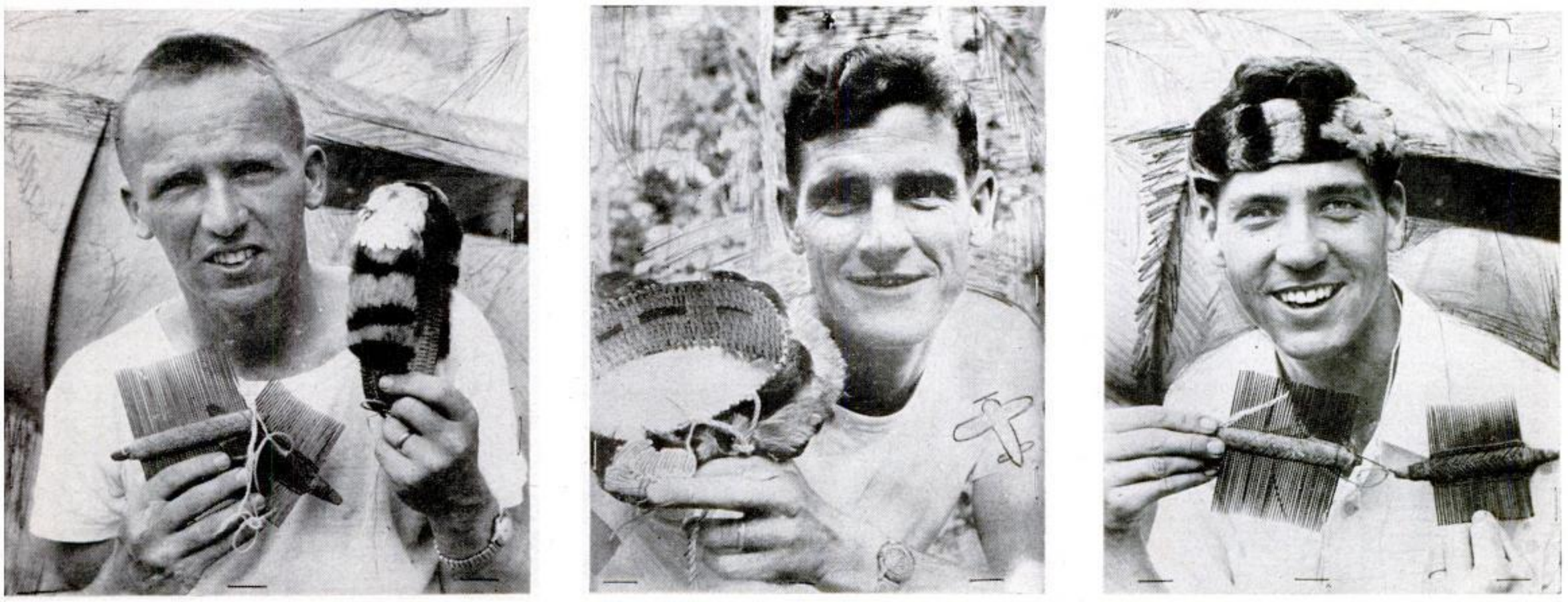
When this stuff got down at the edge of the clearing they got it and quickly took it out to the center of the clearing. They went into a 100% huddle over the contents of the white cloth mail sack that carried the mentioned items, except for the fellow who was busy fastening on their gift to us. I saw the gift leave him, drifting lazily. I rolled out of the turn and added power, and the last man joined the huddle over the pictures.

We set the gift down at the edge of the strip and cut the line. When I got to the bag, it was moving. As I started to peek in a hole the thought

CONTINUED



SETTING FOR TRAGEDY in Ecuador is shown in maps above. Big map shows same region as green area in small map. Cross marks "Palm Beach" in Curaray River near Auca Village. Youderian came from mission at Macuma, Fleming from Puyu Pungu, Saint from Shell Mera, Elliot from Shandia, McCully from Arajuno.



from Lewistown, Mont., and Edward McCully, 28, from Milwaukee, Wis. Portraits like these, which show missionaries with combs and headdresses—gifts of Aucas—were dropped from plane to familiarize Aucas with faces of men about to land. Images of plane also helped identify men as bringers of airborne gifts.

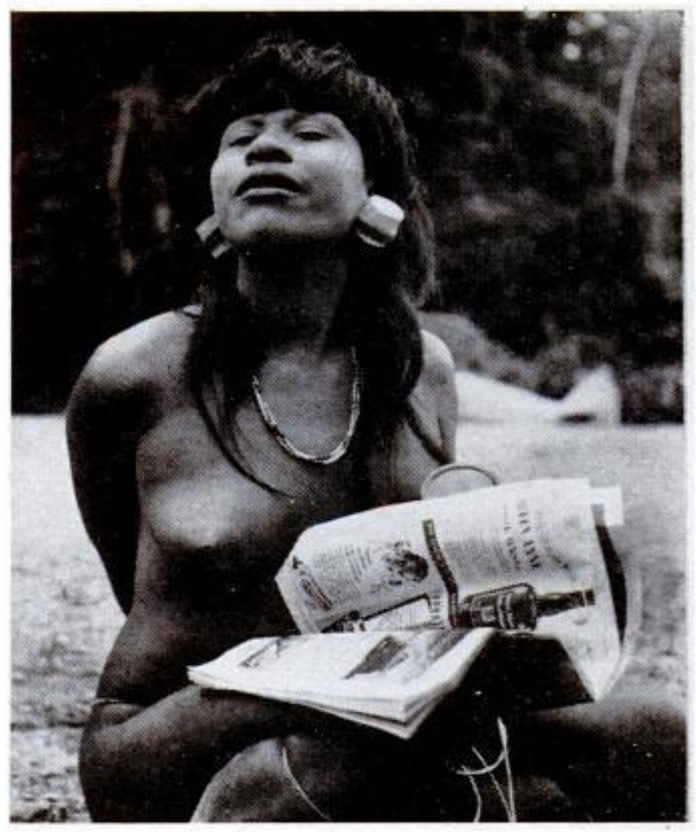
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TAME PARROT and a crude reed cage was an Auca present, has become favorite pet of Saint children.



AIRLIFTED GIFTS, including a festooned kettle, are held by Saint in front of mission's Piper plane.



AUCA OFFERING was a girl brought to camp to be used as barter. The missionaries named her Delilah.

Missionaries CONTINUED

of a snake crossed my mind. . . . However, it was a parrot in a basket covered with bark cloth. It was well tied and was complete with a partially nibbled banana inside for the trip!

We praise God for this, another indication of His leading and care.

Now that they had introduced themselves by air-dropping their portraits, hand-tinted because they assumed that the Indians would not understand black-and-white pictures, the missionaries decided that the time had come to meet the Aucas face to face. After an air search of the Curaray River they finally found a beach that would serve as a landing strip. They gave it the code name of "Palm Beach," and prepared to land men and supplies. The first flight into Palm Beach was made on Jan. 2.

Ed and I got airborne at about 8:02 a.m. As we got within two minutes of the site the fog thinned so that we could safely slip down under it and make an approach. We went in, simulating a real landing, checked the full length for sticks and other hazards and pulled up.

As we came in the second time we slipped down between the trees in a steep side slip. It felt good as we made the last turn and came to the sand, so I set it down. The right wheel hit within six feet of the water and the left 10 feet later. A moment later I felt it was soft sand—too late to back out now. I hugged the stick back and waited. One softer spot and we'd have been on our nose—maybe our back. It never came.

We jumped out rejoicing in the deliverance. We ran up and down the sand, hunting the best course for a take-off attempt and removing sticks that could puncture a tire. Then I taxied back toward a take-off position.

After a final check I let 'er go. The sand really grabbed the wheels, but the resultant acceleration still seemed satisfactory so I hung on and was airborne in about 130 meters (about 40 or 50 before being over water) at about 30 mph. I held it down close to the water to gain speed and then pulled up steeply out of that hardwood canyon.

At Arajuno we scrapped the scheduled list for flight #2 and took instead Jim and Roge and such basic equipment as was absolutely essential —like the walkie-talkie and a little more food. Johnny suggested softening the tires to keep them up in the sand.

We took off three minutes behind schedule. We circled once, checked safety harness and slipped down between the trees. The soft tires stayed on top of the sand much better and the sun was drying things out.

Trip #3 took in a radio and some tools and the first priority boards for the tree house. Trip #4 took the rest of personal items and boards and more food. Number five took the rest of the boards and the aluminum and a few miscellaneous items the fellows had called for.

Thank God for the unusually evident blessing we have seen yesterday and today. Thank God for a good team and forbid that any man should fail to praise Him.

Three days later, on Jan. 5, a fifth member, Peter Fleming, had joined the little group.

All's quiet at Palm Beach. However, we feel sure we are being watched. Everyone had a good night's sleep in the tree house. They had a lighted lantern "to keep the target well lit." At 5 a.m. they shined the flashlight down on the *playa* to check a gift machete left the night before. It was gone! For the next 15 minutes the jungles rang with Auca phrases —perhaps with a Midwestern accent. Then they shined the light for a closer look. A leaf had fallen on the knife so as to hide it. Tough!

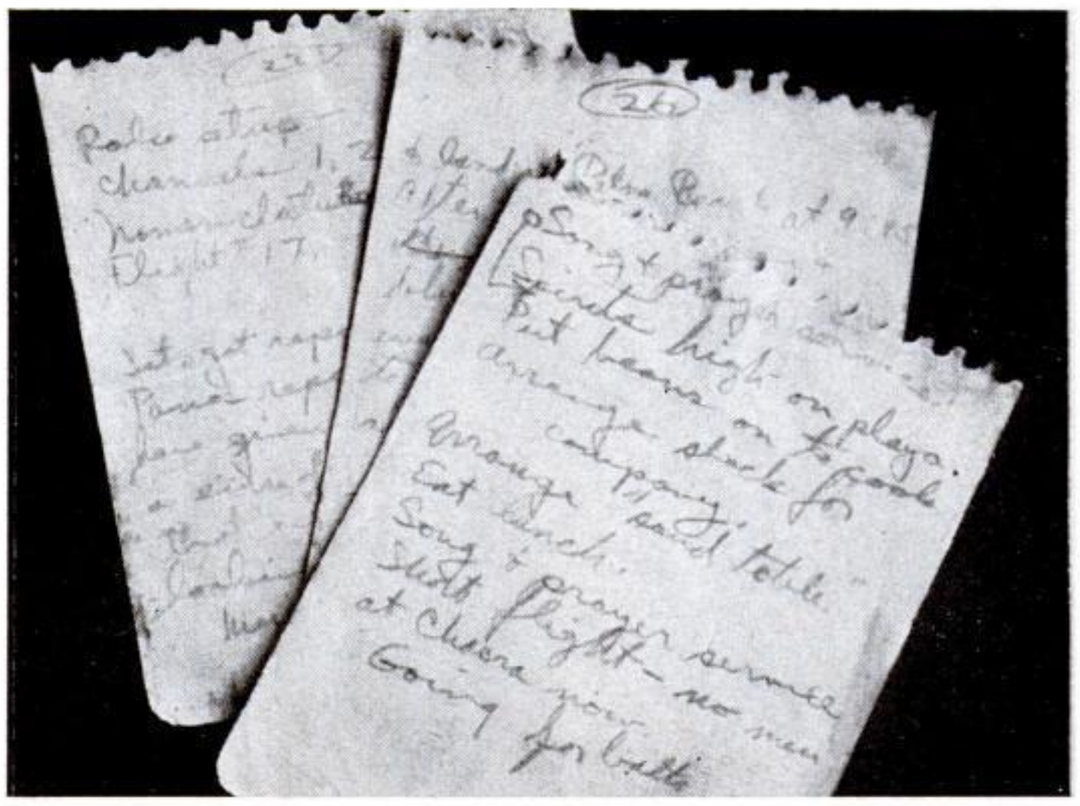
Except for 47 billion flying insects of every sort this place is a little paradise. With the help of smoke and repellent we are all enjoying the experience immensely. Jim just pulled in a 15-inch catfish a little while ago. It is roasting over the fire now.

We find we have a friendlier feeling for these fellows all the time. We must not let that lead us to carelessness. It is no small thing to try to bridge between Twentieth Century and the Stone Age. God help us to take care.

The climax of the mission, the confrontation of Auca and white man, was written down most fully by the last man to join the group, Peter Fleming. His account of Jan. 6, 1956, follows:

This is a great day for the advance of the gospel of Christ in Ecuador. Ed was at one end of the beach, Jim on the other and Roger, Nate and I in the center near the shack—all of us shouting phrases periodically. Suddenly from directly across the river a strong masculine voice began jabbering at Ed and immediately three Aucas stepped out into the open on the opposite bank, two women and a man. My heart jumped and thumped wildly as we walked slowly to join Ed and to shout phrases with him. We shouted "*puinani*" (come) and he replied lengthily, pointing frequently to the girl (of about 15–16) as perhaps willing to trade her for some knives. Jim started wading across the shallow, 20-yard-wide river.

The Aucas were a little afraid but as Jim gradually approached them,



LAST WORDS of Saint's diary were found by search party in waterlogged notebook recovered from Saint's body. The body was found 440 yards downstream.

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TREE HOUSE was built in jungle 30 yards from Palm Beach out of boards and aluminum which had been flown in. Picture shows McCully (*top*) and Elliot.

the girl began to edge toward the water and stepped off a log into the water with the fellow following her slowly and last of all the other woman. Jim caught them by the hand and began leading them across to our side. They were uneasy but did not seem terrified as they stepped out on our side and we all laughed, smiled and told them they had come well and not to be afraid.

The man was a young fellow of 20 or so, the girl younger and the woman perhaps 30 or so. They were completely naked except for a G-string worn around the waist. We walked toward the plane and showed it to them, explaining by sign language how the propeller worked. By then the Aucas were relaxed and showed no signs of fear, jabbered happily to themselves and to us, seemingly with little idea that we didn't understand them. The young girl was still childish though physically mature, seemed dreamy, rubbing her body against the plane and waving her hands in the air imitating the plane's movements.

Soon the fellow began to show interest in the plane and we guessed from his talk that he was willing to go to his house to call his comrades. We put a shirt on him and he climbed in the plane with no sign of any emotion except eagerness to do his part. Nate taxied down the strip and took off while the fellow shouted all the way. After circling and shouting briefly Nate landed again, thinking to give the fellow a rest before making the flight to Terminal City. Nothing doing! He was ready to go right then—I guess he shouted all the way over and back and thoroughly enjoyed his trip.

My theory is that he had been sent with the girl and her mother (?) to give us the girl in exchange for paring knives and beads. We are praying that the others will come over and invite us to go over to their place —this fellow has seemed reluctant whenever we mentioned the subject and it may be he lacks the authority to invite us on his own.

Their curiosity apparently satisfied, the three Aucas melted back into the jungle. What then happened is suggested by the cryptic notes, evidently made in preparation for later diary entries, by Pilot Saint:

Heart heavy that they fear us.

Saturday night I was wide awake at 1 a.m., thinking of the many ways we might have tried to keep our visitors around on Friday. I guess the thrill of being with them and of their casualness quite disarmed us of keen constructive thinking. Perhaps it is the Lord's goodness that we had a quiet day yesterday (Saturday).

Song and prayer service. Spirits high on *playa*. Put beans on to cook. Arrange shack for company.

Arrange "sand table."

Eat lunch.

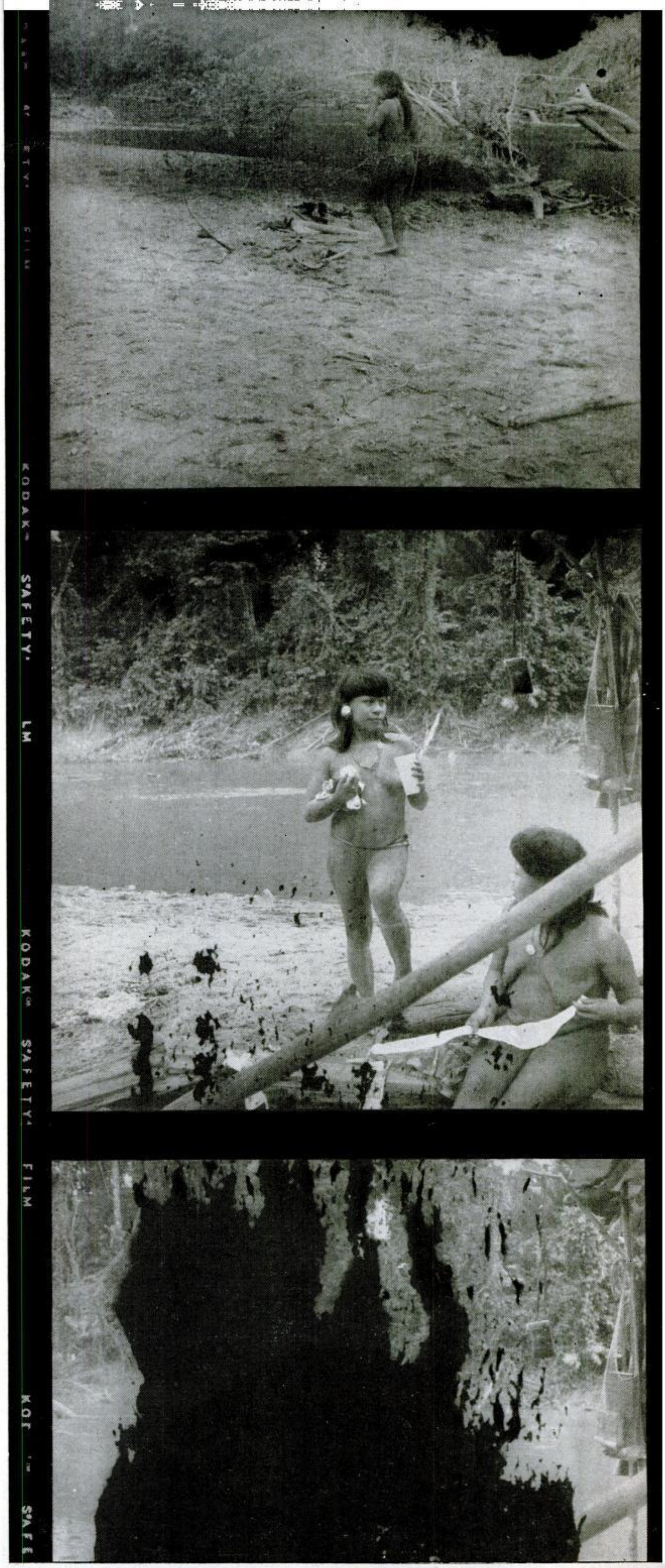
Song and prayer service.

Short flight—no men at *chacra* [compound] now.

Going for bath now.

This note, apparently scrawled out at noon on Jan. 8, was the last record made of the mission to the Aucas before disaster struck. Half an hour later Saint was talking to the base camp over the plane's radio. "We are hoping for visitors at about 2:30," he said. "I'll call you again at 4:35."

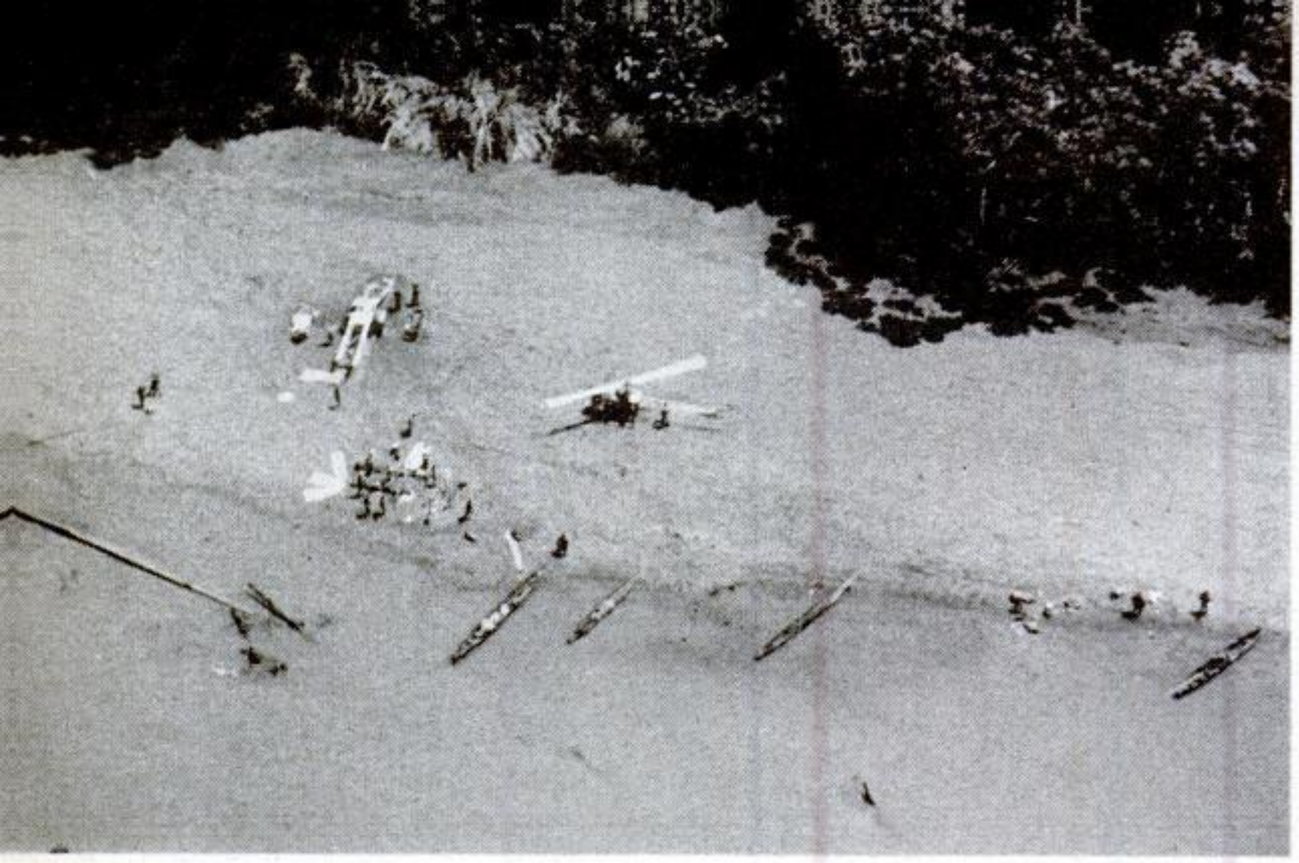
He did not call back at 4:35. When his speared body was found in the river by the search party five days later, his watch had stopped at 3:12.



SAINT'S LAST PICTURES were developed from film in his camera, found in shallow river five days after death. Top pictures show Delilah on Palm Beach. In center she holds drink while older woman fingers ribbons attached to gift kettle previously lowered from plane. Emulsion of last picture was damaged by water.

CONTINUED 15

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SEARCH PARTY RENDEZVOUS near stripped plane (*left center*) occurs as helicopter (*center*) lands Major Nurnberg. At same time rescue party disembarks from canoes on Palm Beach to recover bodies. Tree house was just beyond beach.



HALF-SUBMERGED BODY of Elliot was found downstream in tangle of debris. Nurnberg made this picture during aerial reconnaissance to provide evidence in case body sank before it could be recovered. Three others were found nearby.

THE NEWS IS TRAGIC AND DANGER LINGERS AFTER HASTY BURIAL

At his headquarters Saint's friends waited for his 4:35 p.m. call and then, when it did not come, began a frantic search. Flying over the area one friend saw his plane and a body nearby. While a group of missionaries, guides and soldiers prepared for a river reconnaissance, the U.S.A.F. Air Rescue Service based in Panama flew in Air Force Major Malcolm Nurnberg to try a helicopter rescue. Landing alongside the plane, Nurnberg searched the area without results. On his way out by air, however, he spotted four bodies downstream and reported their location to the ground party.

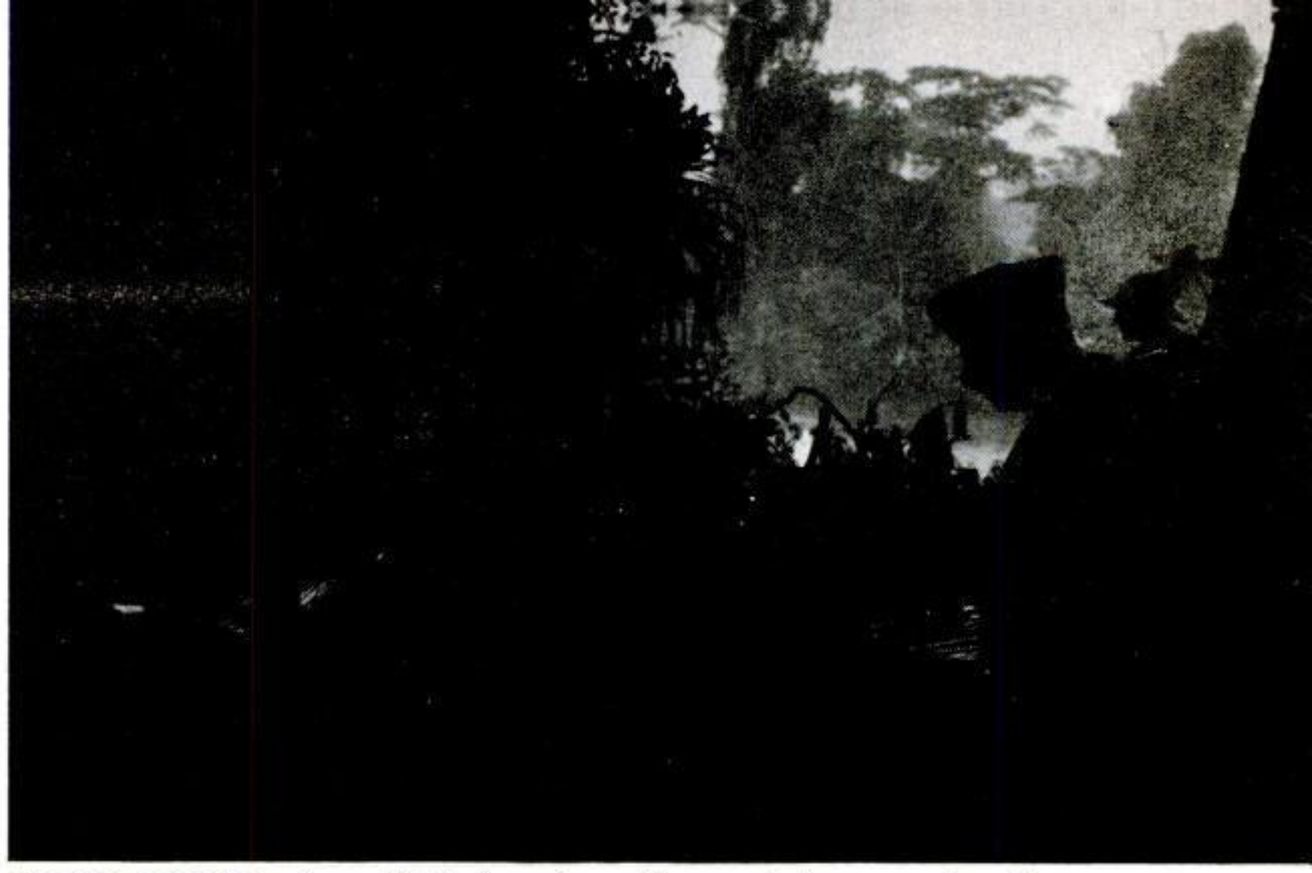
Next morning, five days after the men disappeared, Nurnberg and the ground crew met on the beach to recover the bodies and discovered they had been pierced by Auca spears. The fifth, which was found by Indian fishermen,



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A BROKEN SPEAR protrudes from right hip of Roger Youderian's body as it is dragged behind Indian canoe to burial site. Another spear was pulled from his back before body was moved. Aucas had also used machetes on some victims.



BURIAL SERVICE, almost blacked out by sudden tropical storm, takes place over grave just inside jungle. Looking on are Nurnberg and a missionary (in pith helmet). Burial took only three minutes because of the danger of Indian attack.

disappeared into the river before it could be removed. A heavy tropical rain fell as the burial service began, closing down flying operations and forcing the men to spend a harrowing night in the heart of Auca territory, facing the danger of another attack. Next morning, after firing into the air to discourage attack, Nurnberg and his sad party crept warily through the jungle before the Aucas could add them to their kill.





← **ON GUARD** toward dawn after all-night bivouac, Nurnberg hears sounds in the jungle nearby. Fearing Auca attack, he later fired a clip from his carbine.

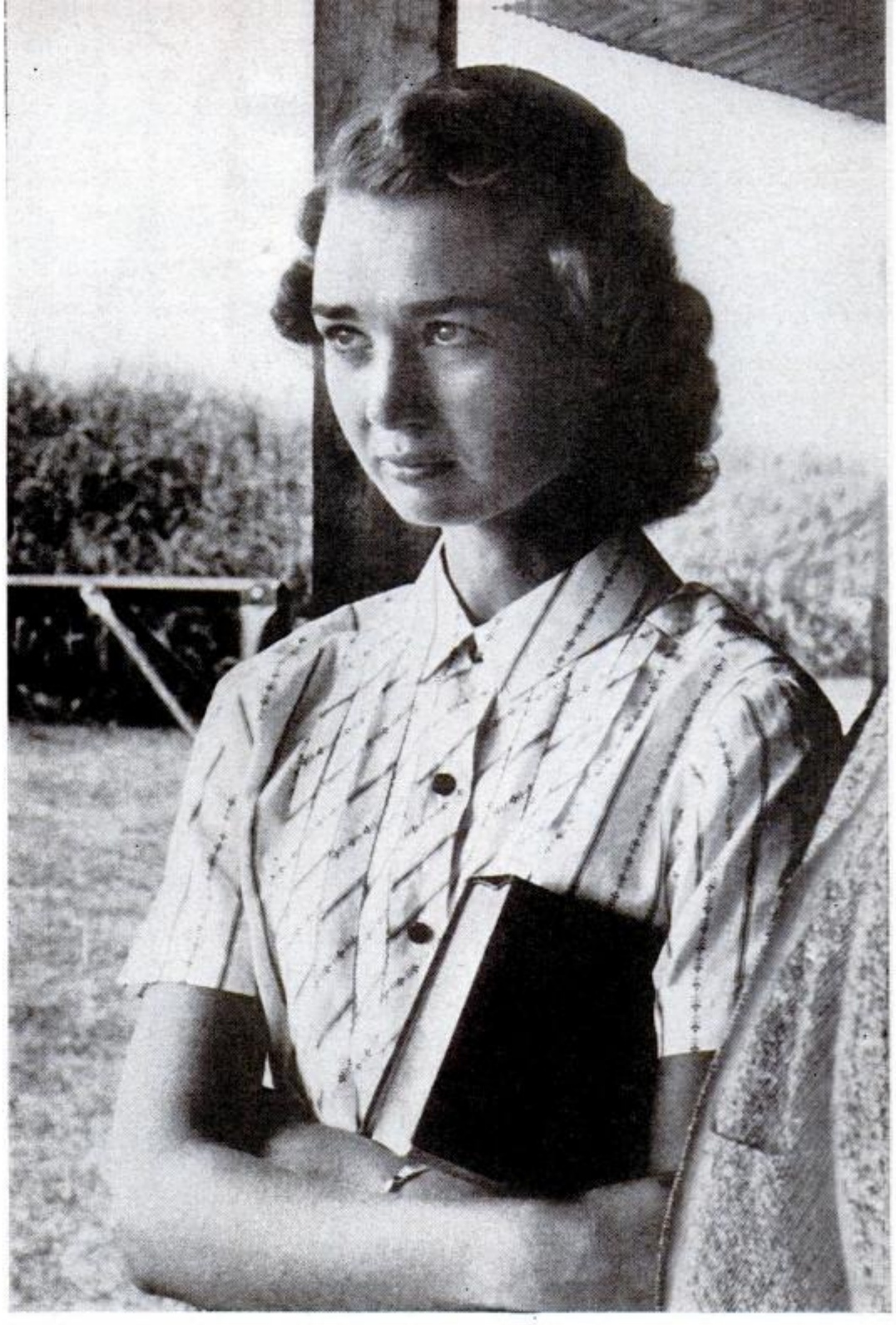
ON WARY RETREAT Nurnberg leads party across beach to canoe landing. Trip, by canoe and afoot, took 48 hours, 24 of them through Auca territory.

CONTINUED 17

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MARILOU McCULLY holds year-old son Michael. She has another son. Stephen, 4, and expects third child. Interested in missionary work since her childhood, she studied at Chicago's Moody Bible Institute, spent four years in Ecuador.



OLIVE FLEMING holds Bible she used at memorial service for the dead men at Shell Mera. Without children herself, she hoped before full extent of tragedy was known that missionaries spared by the Aucas would be those with children.

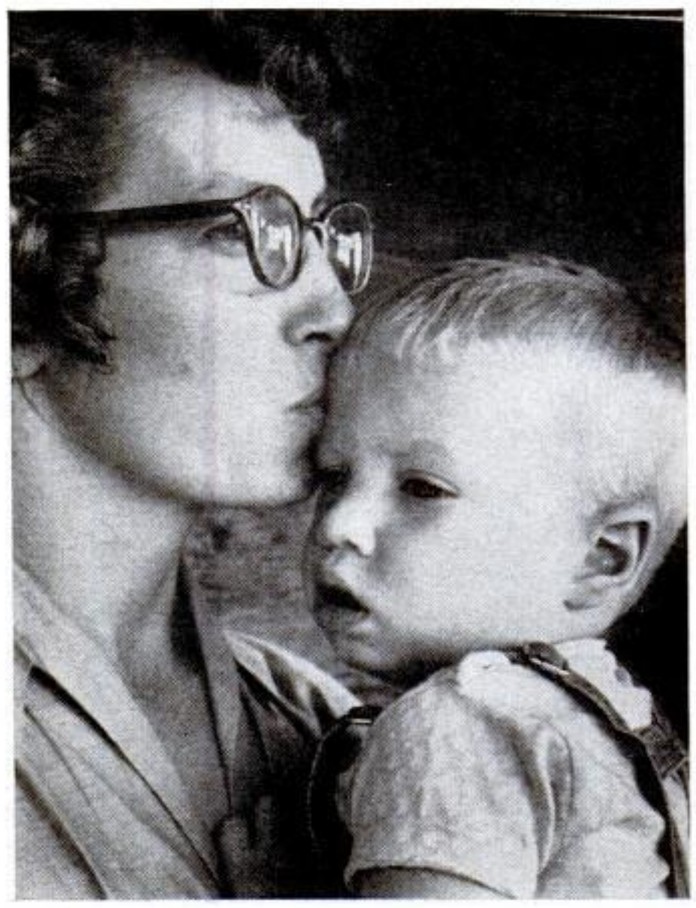
THE WIVES CARRY ON, TRUSTING THAT AUCAS WILL STILL BE SAVED

In their bereavement the widows who had gathered at Shell Mera showed the same fortitude and acceptance of God's will that they had displayed while serving at their husbands' sides. Their faith was communicated to their older children. Steve Saint asked of his father, "How long will it take him to get to Heaven?"

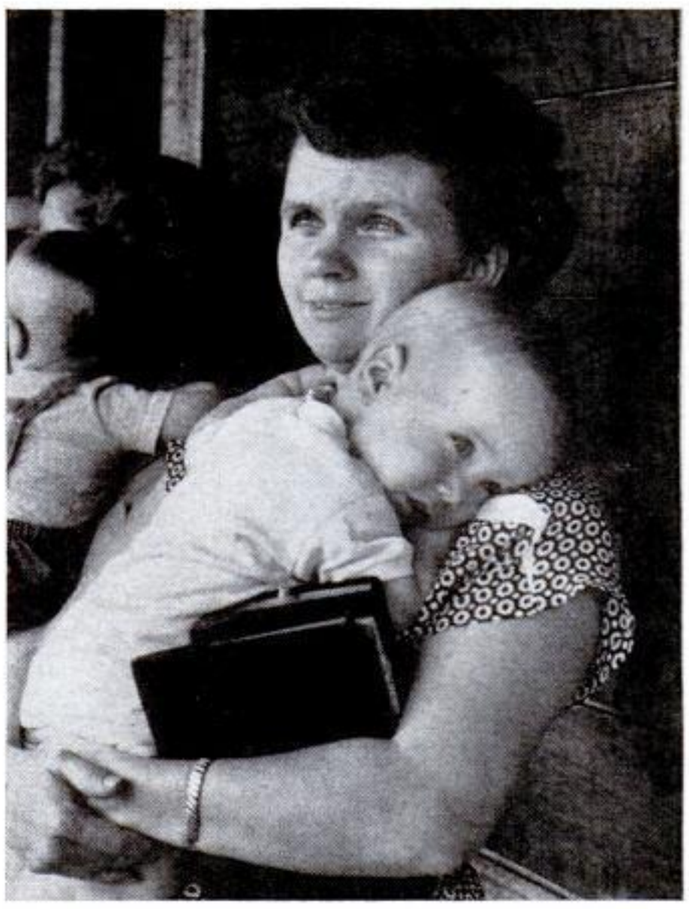
The widows felt no bitterness toward the Aucas. They were glad when they heard that the Ecuadorian government would not take any reprisals against the tribe. The five women started their new lives: Mrs. McCully, eight months pregnant, flew home to the U.S., Mrs. Elliot and Mrs. Fleming went back to the Shandia mission, Mrs. Saint accepted a new missionary assignment in Quito, Ecuador and Mrs. Youderian decided to return to the Macuma mission. But all of them wanted to see someone continue the work among the Aucas for which their husbands had given their lives.



BETTY ELLIOT, with daughter Valerie, came to work in Ecuador and married Jim only when sure marriage would not hamper her evangelical duties.



BARBARA YOUDERIAN kisses Jerry Lee. She also has 3½-year-old daughter, Beth Elain. Youderians worked four years among the head-hunting Jívaros.



MARJORIE SAINT, shown with Philip, has two other children, Stephen, 5, and Kathy, 7. A registered nurse, she has been in Ecuador eight years.

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FEARING SHE WOULD NEVER COME BACK, Quechua Indians, who seldom cry, break up as Mrs. Elliot takes off from what she too thought was her last visit to the Shandia mission post. She had returned briefly from Shell Mera to conduct a Sunday Bible service and to look once again on her home, where she knew she did not dare to stay alone. But only a few days after this picture was taken, she and Mrs. Fleming together returned to the Shandia mission.

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EDITORIAL

DETERRENCE IS ONLY ONE FRONT

A statement by the Editor-in-Chief of LIFE

In view of the attacks made on Secretary of State John Foster Dulles because of an article in LIFE entitled "How Dulles Averted War," I believe it is necessary and appropriate for me to make a few simple points.

First, the article as a whole was not an "interview" and it was not cleared by the Secretary or any other official. The article was based on background conversation with the Secretary and on our own review of the historical record.

Second, the article originally written by LIFE's Washington bureau chief was much too long for publication. It was shortened and edited, then approved by me. Responsibility for the published article, both as to substance and phraseology, belongs to the Editors of LIFE and to no others.

Third, most of the attacks on Secretary Dulles are based on one paragraph of direct quotation from the Secretary containing the words "verge of war" and "brink." Taken in the context of the whole article, there is nothing in Secretary Dulles' words which is contrary to common sense. For the Secretary is stating in vivid terms the perils of appeasement which should be understood by free men everywhere. Nevertheless our use of these particular words in the headlines was unfortunate in that they did not fully reflect the main emphasis of the lengthy conversation which was on the Administration's vigorous pursuit of peace.

●

Ever since its first year of publication in 1937 when war was already raging in Asia, LIFE has devoted its major effort to helping its readers achieve a clear view of the World Crisis. We have always believed, even in darkest moments, that the crisis can be overcome. We have repeatedly stated that what is most of all necessary is realistic analysis of the facts. This is one of the principles which has guided Secretary Dulles and which we desired to make plain. That President Eisenhower, advised by Secretary Dulles, did avert war we have no doubt. And that their courageous action achieved other objectives is also plain as day.

If anything in our account of the Secretary's position caused any misunderstanding among our readers or the public, we heartily regret it. At the same time, we are bound to say that any fault of ours was furiously compounded by those who, for the moment, put prejudice or personal advantage above the best interests of the United States.

The basis of American foreign policy remains clear. The New York *Times* put it as follows: "As constantly emphasized by both President Eisenhower and Mr. Dulles, the United States is ready to adopt every honorable course to avoid war and achieve a just and lasting peace. . . . But, as also emphasized by both the President and the Secretary, the United States rejects appeasement and is determined to resist aggression wherever basic moral values and its own vital interests are involved, even at the cost of calculated risk. Our Government further believes that the best way . . . is to make its position known in advance to prevent fateful miscalculations on the part of a potential aggressor."

That is the general theme to which LIFE's article gave concrete and vivid meaning.

HENRY R. LUCE

LIFE's article on Secretary Dulles (*see left*) gave issue-hungry Democrats at home and uneasy allies abroad an excuse to accuse him of everything from tactlessness to recklessness. The partisan hubbub may continue until election. But let us hope Sir Anthony Eden's Washington visit will end the interallied hubbub, and start Western diplomacy moving forward again.

Much of the hubbub arose from a misunderstanding, real or pretended, of the allied policy called "deterrence." Said Sir Anthony Eden last week, "If there is less fear of a world conflict today, this is due to the deterrent of nuclear weapons. Remove the deterrent *or take risks in pretending that it is not there* [*our italics*] and the world outlook would be terrifying indeed." Thus there is no cleavage between British and American leaders over the realities of atomic diplomacy. Critics who call Dulles a "warmonger" because he operates with these realities are either ostriches or liars.

As for the "brink of war," which Sam Rayburn says is "too close for me," Dulles is by no means the pioneer of its exploration, as Mr. Truman reminds us on pages 85, 86 of this issue. Would we be further from war today if Truman had let Berlin fall to the Communists in 1948?

We live in chronic jeopardy. It is an age when war and peace, so far from being opposites, are two sides of the same clanging, brutal coin. Unless and until there can be some kind of international monopoly of the atom, the U.S. must continue to put its trust in deterrence. Meanwhile we can hope, as Dulles has often said, for a gradual change, not of the Soviet heart but of the Soviet understanding of what is expedient for the Soviets.

This change will come only if the Soviet threat is met on other fronts as thoroughly and as resolutely as on the atomic front. One such front is that of "conventional" combat. Atomic deterrence is irrelevant to that current tinderbox, the Middle East. The war in Malaya daily demonstrates that neither ground troops, propellers nor even piano wire are militarily obsolete. NATO has yet to fulfill its 1952 troop commitments, partly because infantrymen doubt their own usefulness in atomic war. But the Reds are prepared to launch nonatomic aggression. "Deterrence" must not rob us of weapons they have not forsworn.

For changing these grisly conditions of our present "peace," a third front is still more important. This is the moral, political and economic front.

The alliance system which Dulles has extended nearly around the world is a good framework—but only if it is fleshed out with deeper political and economic ties. NATO by its charter was to become an economic and cultural as well as a military community; it hasn't. The Anglo-American alliance is happily solid enough to be taken for granted—but its power to wage peace beyond its own borders has scarcely been tested.

Britain and America between them, for example, could long since by concerted effort have done much more to pacify the Middle East. Let us hope that even at this late date Dulles and Eden will think of something to do there besides warn us of war. Britain and the U.S. also still dominate the world's economic patterns and can direct them toward further expansion or a new fragmentation. Why then has not that very first problem of a common economic policy—the full convertibility of dollar and pound—been brought closer to a solution?

●

In defending him against his critics last week, President Eisenhower called Dulles "the best Secretary of State I have ever known." The Secretary fully deserves this praise. He has handled the fateful issues of war and peace with consummate personal skill. He has raised a standard of international morality and justice. His task, however, and that of Congress and the American people, is the greatest ever presented to American foreign policy: not only to avoid atomic war, but to disarm and surmount Communism on fronts that range from distant jungles and factories to the shallows and abysses of the human mind. None of these can be safely left untended. Instead of quibbling over his past successes and well-guarded positions, therefore, let us support Secretary Dulles, and demand more of all our leaders on the many other fronts where progress is still to be made.

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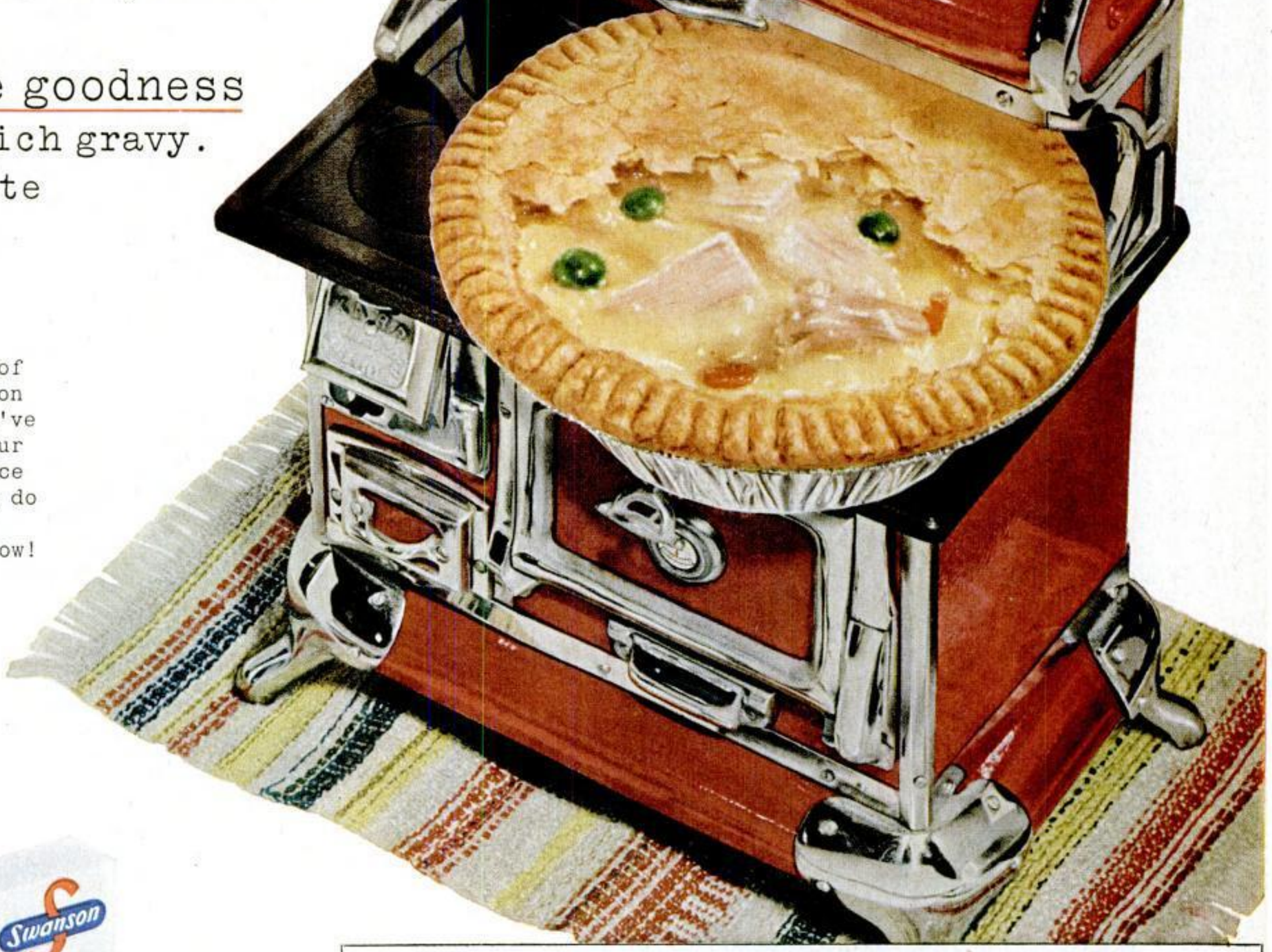
Famous Swanson Pies now even better!

More meat—yes, more meat than you ever get in those so-called "bargain" pies.

Extra flaky crusts—that go the whole way around. No skimping here or anywhere.

Rare old-time goodness in the savory, rich gravy. Exceptional taste and flavor.

Compare the goodness of these wonderful Swanson Pies with any pie you've ever tasted – even your own! See the difference for yourself. You can do it now at a big 50¢ saving. See offer below!





Swanson is a trademark owned by the makers of Campbell's Soups.

We're so sure you'll love 'em

WE WILL PAY YOU 50¢

in cash to try all three kinds

It's just like getting 2 pies free! Here's all you do—**1.** Buy 3 Swanson Frozen Brown and Serve Pies—one Beef, one Chicken and one Turkey. Be sure you have one pie of each kind to take full advantage of this offer. **2.** Send end flaps with Sue Swanson's picture from all 3 pie packages, together with your name and address, to: 50¢ Refund, Box 624, Camden 1, New Jersey. **3.** We'll promptly mail you 50¢.

NOTE: If your grocer doesn't carry all three kinds, send three package end flaps (*with Sue Swanson's picture*) from *any* Swanson Meat Pies, and we'll mail you 25¢. Offer limited 1 to a family. Expires March 31, 1956.

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A Lincoln is to



A Lincoln is a moving idea
with 285 horsepower
to second the motion

A Lincoln is one of the Ford family

Every mile from the dealers' doors
these are the five best ways to get

the Ford • the Thunderbird •

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dress up and go



Every day's a party in the new new new Lincoln

Each inch is luxury:
222 new inches of beauty and comfort
based on strength and safety and power

of fine cars

from place to place

the Mercury • the Lincoln • the Continental

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"Cook up your own Italian-style dishes the 'pour on' way!"

Here's a wonderfully quick way to give everyday dishes true Italian flavor—like you'd enjoy at dinnertime in Portofino!

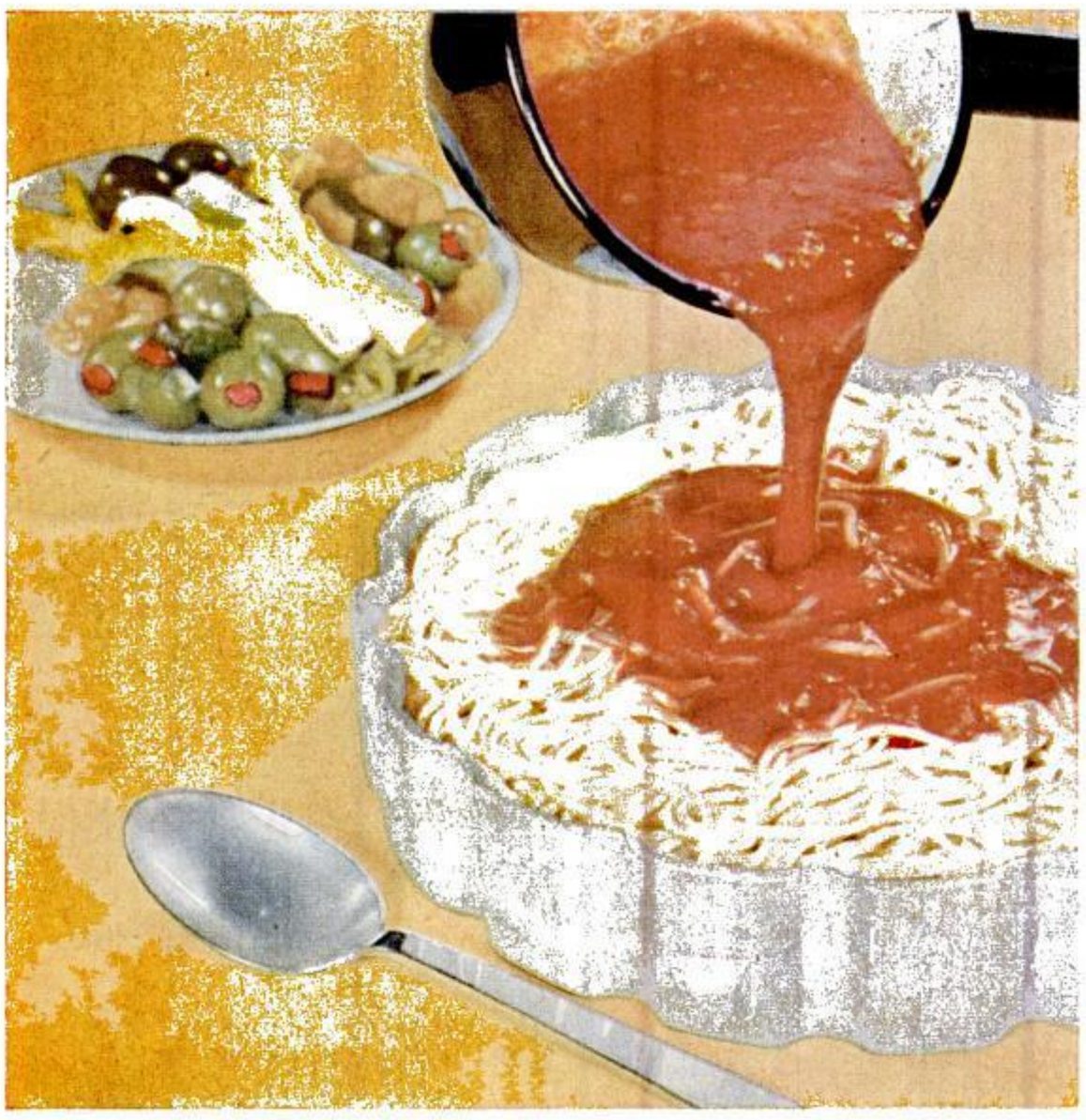
Just heat and pour on one of Chef Boy-Ar-Dee's Italian-style Sauces. *In minutes* even the plainest food is piping hot with savory new goodness!

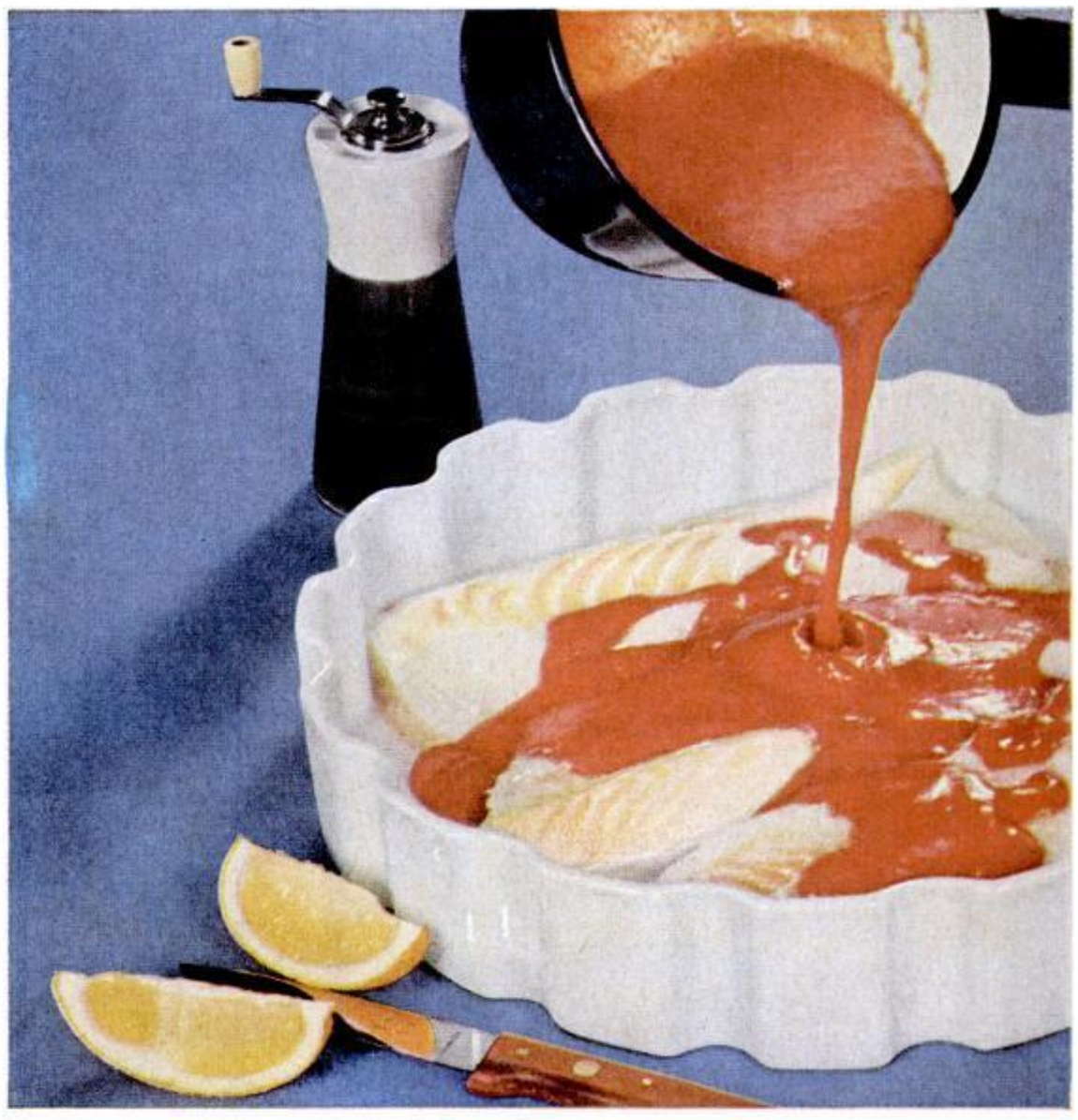
You'll like the subtle zippiness of red, juicy-ripe tomatoes that have been simmered for hours with pure ground beef or delicate mushrooms—and lovingly seasoned with finest spices, according to Chef's own secret Italian recipe.

These complete, ready-to-use sauces come in the big 15½-oz. size for "company" cooking and large casseroles—and the handy 8-oz. can for smaller family use.



CHEF BOY-AR-DEE
real Italian-style sauces





Spaghetti with Meat Sauce

Over your home-cooked spaghetti, pour bubbling hot Chef Boy-Ar-Dee Spaghetti Sauce with Meat. So quick—there's nothing to add! Perfectly delicious on macaroni and noodles, too.

And just see how this beef-rich sauce puts tempting new flavor in omelets, rice, vegetables . . . makes casseroles *sing* with flavor. Keep several cans on hand for quick use. Chef Sauce costs only pennies a serving—makes Italian-style meals in a jiffy!



Baked Fish "Italiano"

1 lb. fillet of cod, haddock or halibut. Salt and pepper. 2 tbs. each finely chopped onion and green pepper. 1 large or 2 small cans Chef Boy-Ar-Dee Sauce with Mushrooms. 1 tbs. butter.

Place fillet on greased baking sheet. Sprinkle with salt, pepper, onion, green pepper. Blend ¼ cup water and smooth, rich Chef Sauce. Pour over fish. Dot with butter. Bake at 375° F. about 35 minutes. Serve 3 to 4 a deliciously different Italian-style treat!



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A LOOK AT THE WORLD'S WEEK



EDEN GETS CRITICISM PERSON TO PERSON

A woman heckler rushed to the podium, interrupted Prime Minister Eden in the middle of a speech at Bradford, England with a cry, "You are throwing the Empire away." As an audience of 2,300 Tories gaped, Eden colored, denied it and, after the heckler was taken away, went on defending the record of his government under fire even from many of its backers.

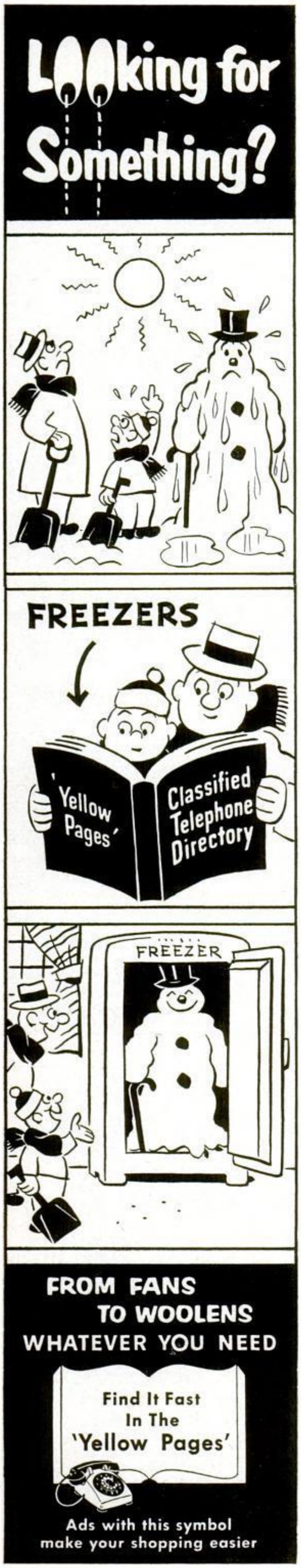
BOMBAY LANGUAGE RIOT REPLY IS IN BLOOD

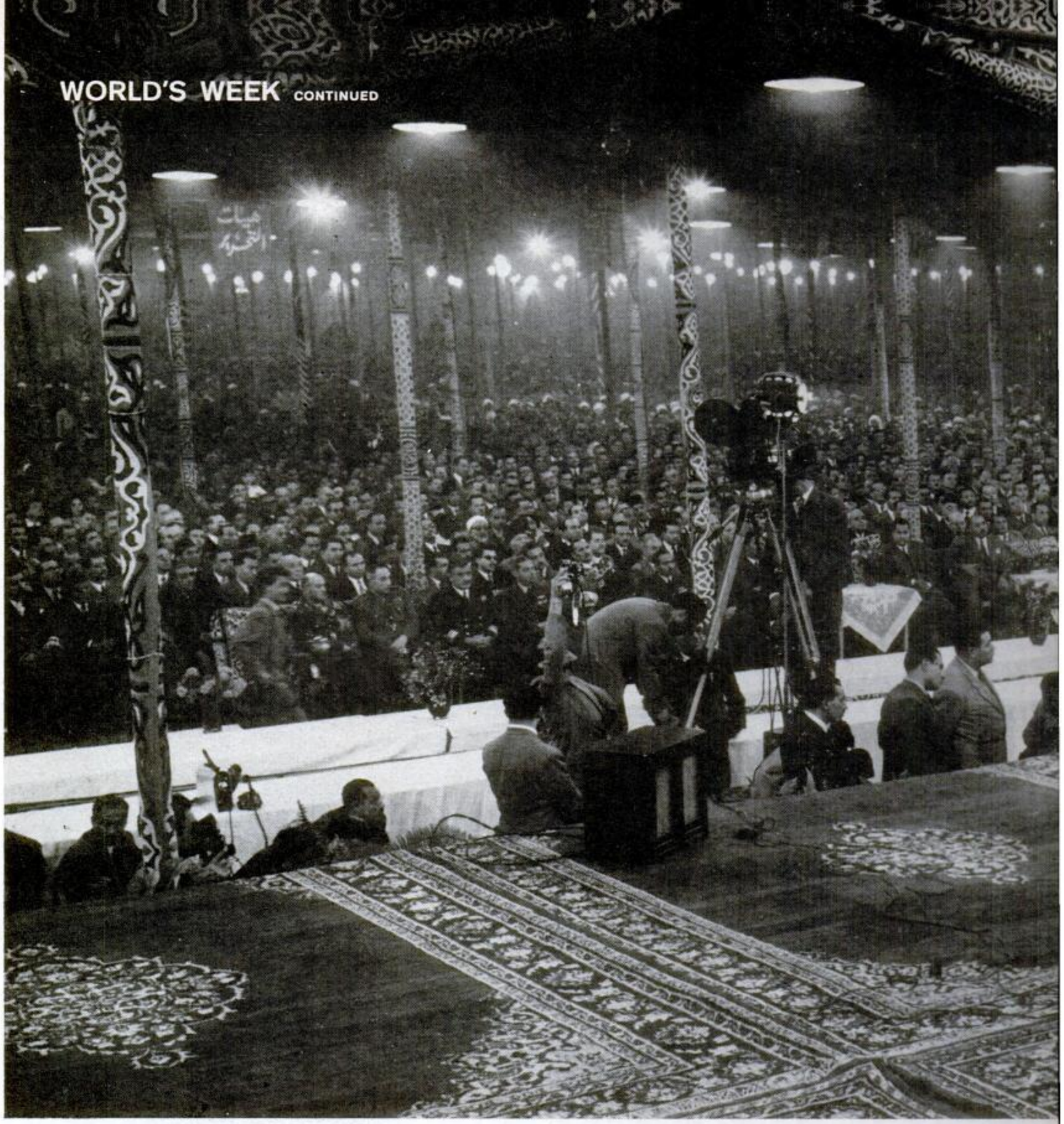
In Bombay blood was shed over language when Marathi-speaking Indians rioted against Nehru's Congress party. It had ruled the city would be a federal district instead of part of a separate Marathi-speaking state. When police fired on mobs who were encouraged by Reds, about 200 were killed, thousands wounded, like the bleeding man at right being carried by friends.



CONTINUED

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A CONSTITUTIONAL PLATFORM OF ORIENTAL RUGS

In an opulent scene on Cairo's Republic Square 50,000 heard their premier, Gamal Abdel Nasser, standing in a huge tent on a platform covered with costly rugs, proclaim Egypt a republic. He published a constitution designed to perpetuate his political reforms, notably his curb on land ownership. As Nasser read the preamble, the crowd in the vast tent chanted back, "*Ascha Gamal* (Long live Gamal)."



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AN INAUGURAL EXHIBITION OF HOMBURGED HEADS

Some 1,180 Mississippi "colonels," mostly wearing Homburgs, gathered for the inauguration of hatless James Plemon Coleman (*smiling, lower center*) as 51st governor. He was born and still owns farm land on Yockanooky creek. He was greeted with yells when he pledged continued segregation in schools but added, "The country can be assured the white people of Mississippi are not a race of Negro killers."





NEW
BROMO QUININE®
GUARANTEES
YOU MORE
COMPLETE RELIEF
than any other
cold remedy!

Unlike aspirin and other less effective remedies, new Bromo Quinine is a *real* cold tablet. Its exclusive medicinal formula now contains an amazing new Citrus BioFlavonoid—plus the five potent cold-fighting ingredients that have made Bromo Quinine so famous. It now guarantees the most complete relief possible from *all* these cold miseries:

1. Runny or stuffy nose
2. Headache
3. Muscular aches and pains
4. Fever
5. Temporary irregularity

NEW BROMO QUININE—with a Citrus BioFlavonoid—is specifically designed to help relieve more cold symptoms than any other leading product.

HERE'S NEW BROMO QUININE'S AMAZING GUARANTEE:

If you have ever bought any cold remedy —at any price—that brought you:

- MORE COMPLETE RELIEF
- FASTER RELIEF
- LONGER-LASTING RELIEF

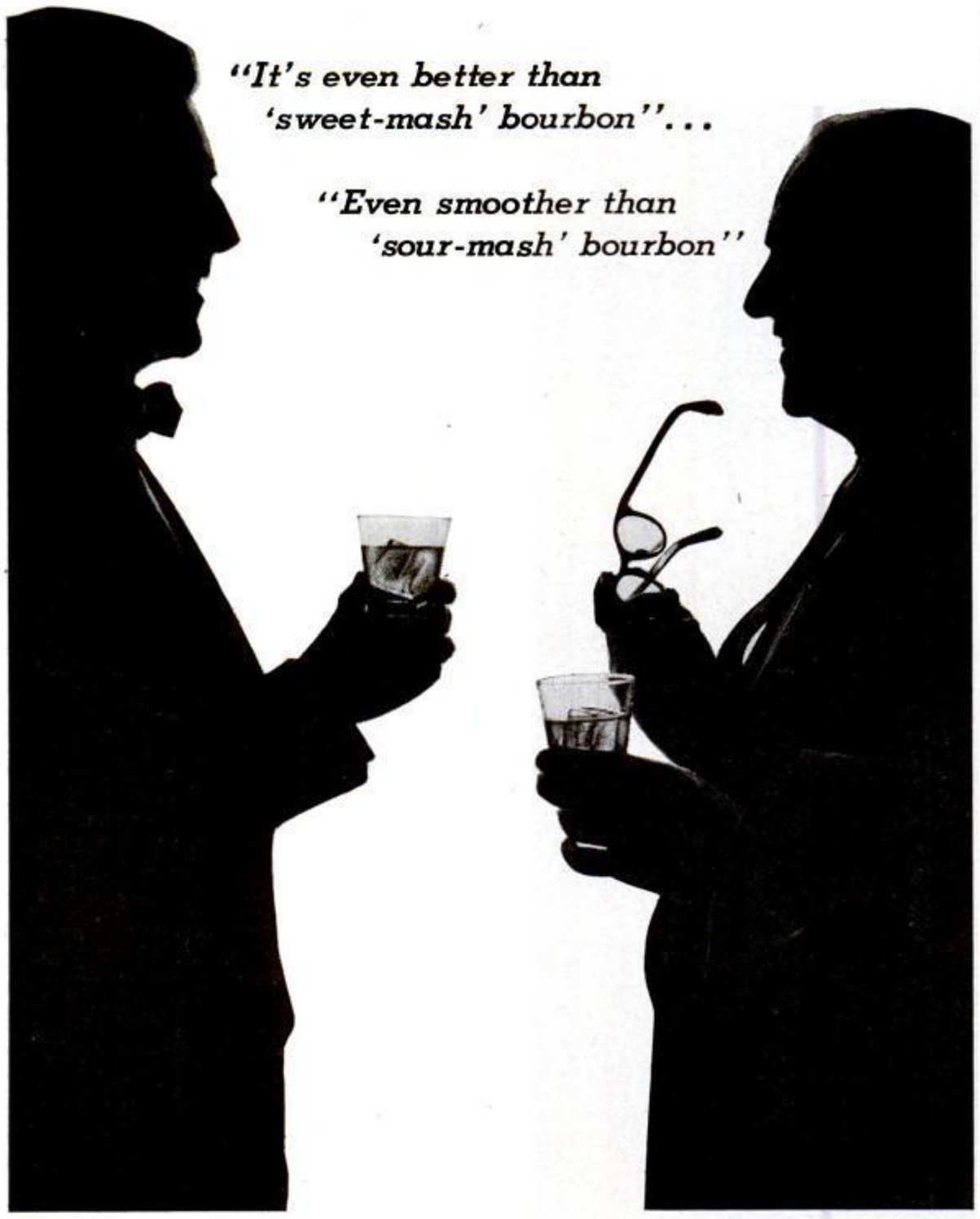
. . . simply return the unused tablets and your money will be promptly refunded.



When you've got a real cold - get a real cold tablet

BROMO QUININE

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The one and only "mellow-mash" bourbon . . .

Mellow Yellowstone

For over 100 years, people have been discovering something "new" in old Kentucky. It's a *different* bourbon—better, smoother, remarkably free of bite.

The reason? It has the best characteristics of sour-mash bourbon and sweet-mash bourbon. It's one step better—*mellow-mash*, the exclusive Yellowstone way of achieving full-bourbon flavor with light body.

People outside Kentucky are discovering this old favorite. Why don't you? Once you taste it, you'll know why it's called "the greatest American whiskey!"



KENTUCKY STRAIGHT BOURBON WHISKEY
100 PROOF BOTTLED-IN-BOND
ALSO AVAILABLE 86 AND 90 PROOF

THE ORIGINAL "NO-BITE" BOURBON IN THE OLD KENTUCKY BOTTLE!

Distilled and bottled by Yellowstone, Inc., Louisville, Kentucky, Division of Glenmore Distilleries Company



LAUSCHE GETS A SNOWY HEAD

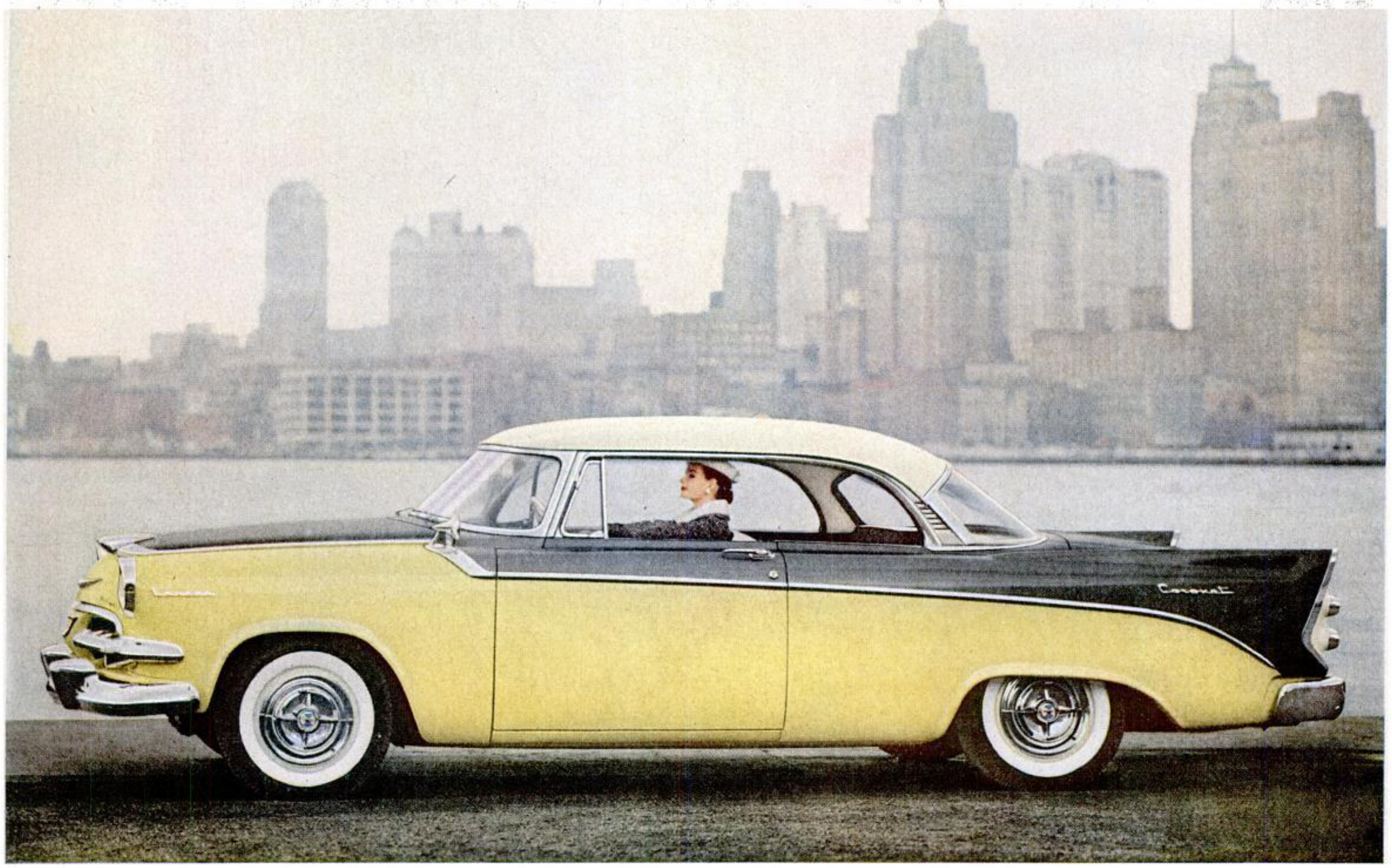
His iron-gray hair whitened by a topping of snow, Democratic Governor Frank Lausche smiled warmly when he helped break ground for a Chrysler plant in Ohio. Five times governor, Lausche is a candidate for the U.S. Senate and his state's favorite son for the Democratic presidential nomination. His Ohio strength is such that last week Kefauver announced he would not contest Lausche in the primary there.



McGINNIS SHEDS A HEADACHE

New Haven Railroad Board Chairman John Slater managed a smile when it was announced that Boston Lawyer George Alpert (*left*) would succeed Patrick B. McGinnis (*right*) as president of the New Haven. Harassed for months by commuter groups angered by late trains, McGinnis left to become president of the Boston & Maine Railroad, had one final word for commuters on the New Haven: "Good luck."

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Now . . . a truly big car in the low price field! New '56 Dodge Coronet Lancer.

Something BIG happened in the low price field !

Now Dodge invades the low price field with the only *full-size, full-styled, full-fashioned* KING SIZE CAR ever offered at so low a cost.

This is the new '56 Dodge *Coronet Series.* And it comes to you in a *full choice of body styles:* 2-door and 4-door sedans, gallant Lancer hardtops in 2-door and 4-door models, and a dashing Coronet convertible—all with a lovely selection of colors and trim.

Your own eyes will tell you: Here is no stripped-down "price special" . . . but a truly fine BIG CAR that is actually *larger* and *more luxurious* than cars costing up to a thousand dollars more!

And of course . . . it takes the measure of small cars in the "low price field" on *every point of value:* Size! Beauty! Style! Power! Roominess! Comfort!

All this is your reward for the great Dodge Success - a full-size, full-styled, full-fashioned '56 Dodge *in the low price field!* Now's the time to step up to the Coronet!

DISCOVER THE "MAGIC TOUCH" OF DODGE PUSH-BUTTON DRIVING.



New '56 DODGE

VALUE LEADER OF THE FORWARD LOOK

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NEW IDEA!

ALL AMERICAN PIZZA



WILSON BACON
makes the difference!
Pillsbury Hot Roll Mix
makes it easy!

Here's a hearty, wholesome cold weather dish the whole family can enjoy. It's a new kind of Pizza Pie created especially for the American taste. And you make it the quick-and-easy American way, from American ingredients available everywhere!

And what Pizza it is! Crisp and crusty yeast dough. A topping of bacon, tomatoes, cheese and delicate seasonings the likes of which you've never tasted before. And it's all so *easy* with Pillsbury Hot Roll Mix—all you add is water. And it's all so *good* with Wilson Bacon—the choice lean *center* slices of top grade bacon sides!

Easy one dish supper ... perfect for parties ... here's how you

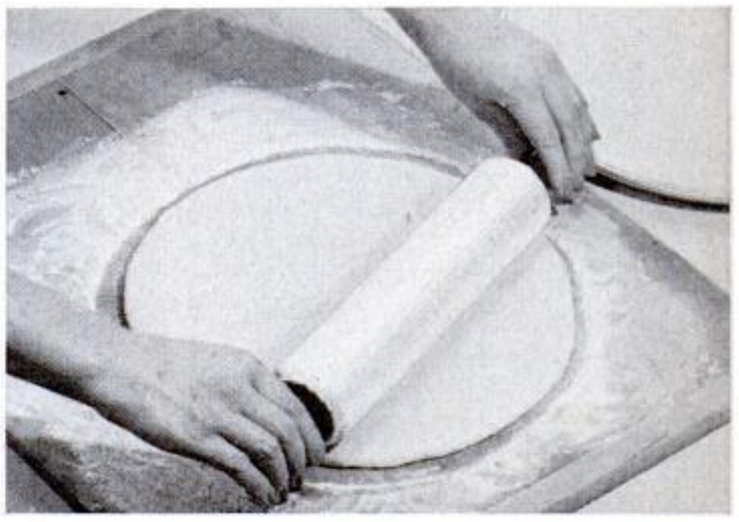


1. Prepare dough and let rise as directed on *Pillsbury Hot Roll Mix* package. Only one rising period. Everything you need (including yeast) is right inside the package. Lay 1 lb. of *Wilson Bacon*—perfect, lean slices every time—on rack in baking pan. Bake in a 400° F. oven until light brown and bacon begins to crisp, about 15 min. (No turning necessary—very little watching.) Save eight full slices of bacon for garnish. Cut remainder into one-inch pieces.





2. Sauté 2 medium *onions*, sliced (2/3 cup), and 1 small *green pepper*, chopped (2/3 cup), in 3 tbsp. *bacon drippings* until onions are golden brown. Add one can (8 oz.) *tomato sauce*, 1 can (6 oz.) *tomato paste*, 1 tsp. *sugar*, ¼ tsp. *pepper* and, if desired, 2 tsp. *oregano*. Cut 1 lb. *Wilson American Process Cheese* in strips. Save 8 slices for garnish. Blend remaining cheese and bacon into mixture.

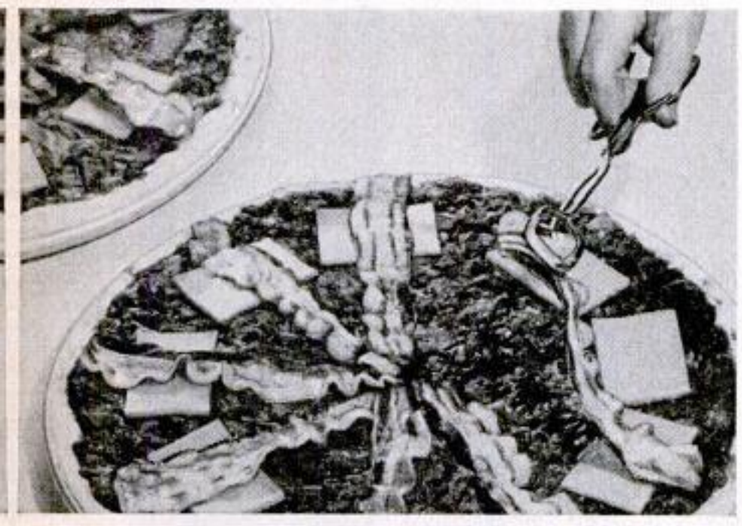


3. Divide dough in half for two 14-inch pizzas. Roll or pat each half to a 14-inch circle and fit into a 14-inch pizza pan or on a lightly greased baking sheet. (If smaller pizzas are desired, dough may be divided into four parts and patted into bottoms of four 9- or 10-inch pie pans.)

Try it tomorrow...your favorite grocer has WILSON

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...make it...



4. Spread one-half of the bacon-cheese-tomato mixture on each circle. Arrange half slices of cheese and bacon, spoke fashion, on top. Bake immediately in 400° F. oven 15 to 20 min. Serve hot. For supper, cut into large wedges and serve with green salad (serves 6 to 8). For appetizers or snacks, cut into small wedges or squares.



BACON and PILLSBURY HOT ROLL MIX

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RULERS OF FORD, the administration committee meets beneath portraits of Edsel and Henry to hear late details of stock issue. From left: Controller A. R. Miller; Vice Presidents F. C. Reith (Mercury), John Bugas (industrial relations), Benson Ford, Theodore Yntema (finance), William Gossett (general counsel); Chairman Ernest Breech, President Henry Ford II; Executive Vice Presidents Del Harder, Lewis Crusoe; Vice President Irving Duffy (tractors). Vice President William Ford was away.

RULERS OF MARKET, the board of governors of the New York Stock Exchange meets in their ornate, gilt chambers, with Chairman Harold Scott presiding. Vase in corner was gift of Czar Nicholas II. Board's vote admitted Ford stock to exchange.

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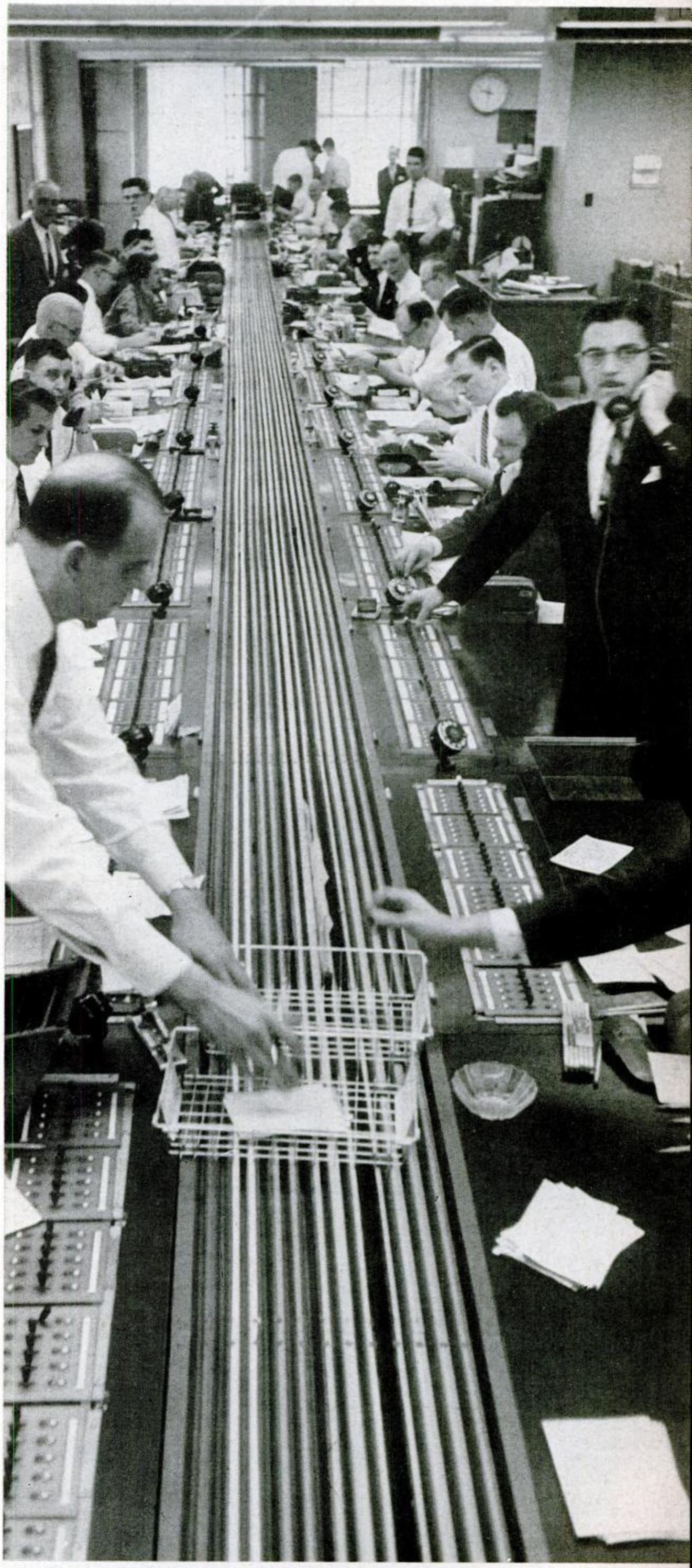
FORD SHARES span 53 years from 1903 shares (*top*) to new issue (*bottom*). In 1903, 1,000 shares were sold at $100 each. By 1913 each was worth $190,000.

HISTORY'S BIGGEST STOCK ISSUE

Amid the noisy efficiency of brokerage firms across the U.S. a historic chapter in American business life was written last week. Fifty-three years after Henry Ford persuaded a few friends to invest in his struggling firm, investors eagerly snatched up the biggest stock issue of all time—10.2 million shares of the Ford Motor Company. They paid $657 million for a 20.3% slice of the industrial giant Ford has become.

As the biggest private corporation moved to public ownership, everybody wanted in and brokers were swamped with orders for thousands more shares than they had. One would-be buyer pursued a Colorado broker down a ski slope to plead for just a few shares. The initial price was $64.50 a share, but a lively resale market quickly developed. This was over-the-counter trading because regular trading on stock exchanges will not begin until about March 1. The stock rose to $70, then eased off.

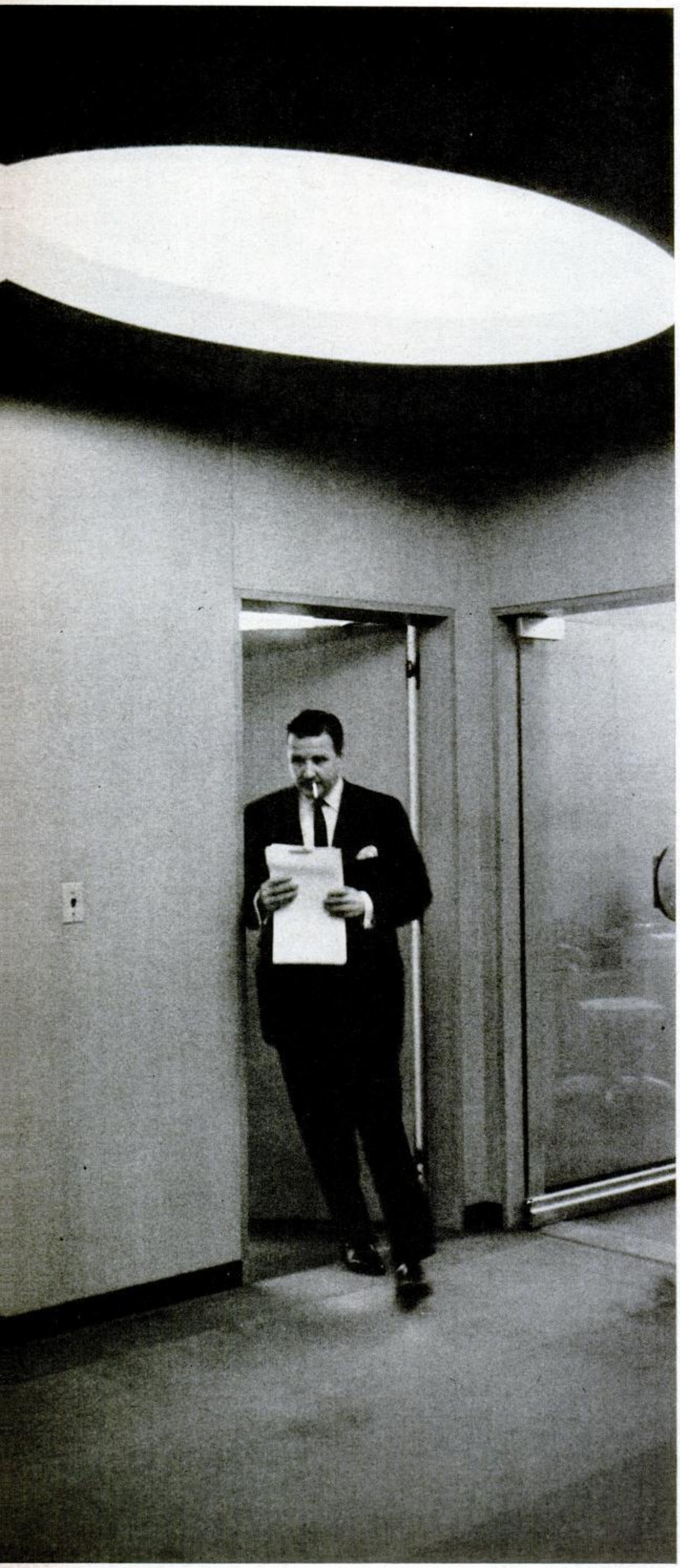
Net proceeds from the sale—$642 million—go not to the company but to the Ford Foundation. This is the great philanthropy which the family endowed with Ford stock and which has already given away some $900 million, over half of it for U.S. education. Behind the sale lay months of negotiations involving the Foundation, the company, underwriters, the governors of the New York Stock Exchange (*opposite page*) who approved the stock for trading, and the government. At the center of it all stood the personable young man (*next page*) who is Henry Ford's grandson.



TRADING FORD STOCK on first day, over-the-counter traders at conveyor belt check late prices in Merrill Lynch office. Some 136,000 shares were traded here.

CONTINUED 33

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ON THE MOVE, Henry Ford II hurries into the corridor after a brief conference with one of his vice presidents. He prefers personal visits to phone calls.



BENEATH STABILE THEY JOKINGLY CALL "THE GM ORGANIZATIONAL CHART"

MAJOR ROLE OF A

The dramatic success of the stock issue revolved around President Henry Ford II. When he took office in 1945 the company was foundering. He and a former GM man, Ernest Breech, had set out to save it (LIFE, Feb. 28, 1955). Now long-secret company statistics have been revealed and the public can judge how well the two men have done.

In 1946 the company had had a net loss of $8 million on sales of $894 million. Last year sales were more than $5.6 billion and earnings $430 million. Ford spent over $1.3 billion for expansion. From an uncertain young man, Henry Ford, at 38, has become the self-assured executive in these photographs by Alfred Eisenstaedt, who spent three days with him.



MAKING A FILM which will help publicize a forthcoming Ford book on how to get better highways, Ford studies his lines and takes guidance from the director.

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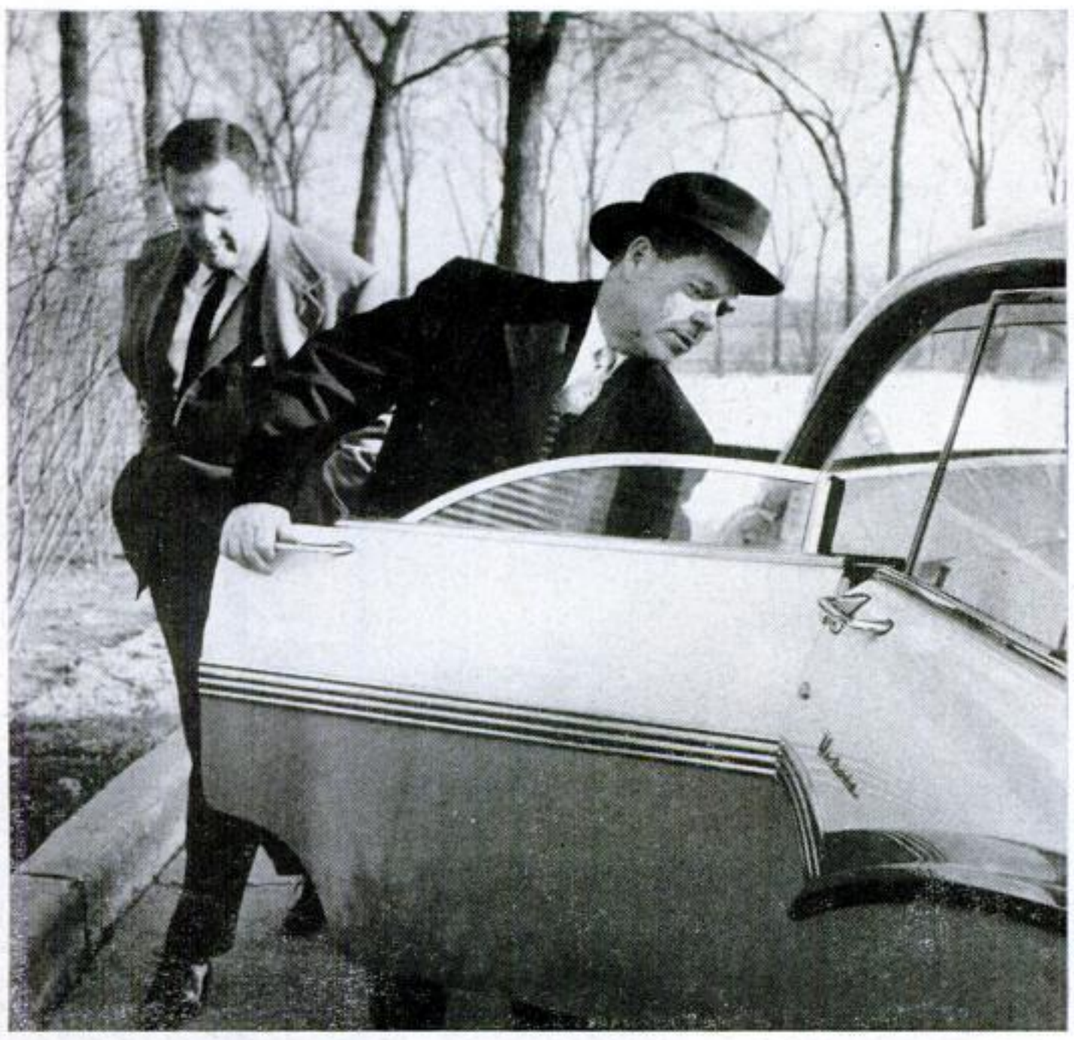


FORD (LEFT) LUNCHES WITH BREECH, OTHERS IN EXECUTIVE DINING ROOM

GIFTED GRANDSON

Grandfather Henry and Father Edsel had put the bulk of their stock into the Ford Foundation so that it would not have to be sold to pay inheritance taxes after their death. But old Henry, who distrusted Wall Street and wanted to be sure that it would never control his company, arranged things so that the family still holds the largest single bloc of Ford voting stock, some 40%.

Henry II has no illusions that the future will be easeful. His industry, offering a blinding array of merchandise (*pp. 48–54*), faces the most competitive year in its history. To meet the competition Ford will, by the end of 1957, pour still another billion dollars into plant improvement.



CHECKING A CAR driven from Ford assembly line to Dearborn office, President Ford watches as Chairman Breech finds window action needs adjustment.



AT THE STOCK EXCHANGE, which his grandfather hated, Ford stands amid litter of day's business as Exchange President Keith Funston explains operations.

CONTINUED 35

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CHIEF UNDERWRITERS for the issue are, from left: George Woods of First Boston Corporation; Charles Blyth, chairman of the group, of Blyth & Company; John M. Schiff of Kuhn, Loeb; Sidney Weinberg of Goldman Sachs; Alexander White of White, Weld; Robert Lehman of Lehman Brothers; and Winthrop Smith of Merrill Lynch, Pierce, Fenner & Beane. Each firm underwrote 308,000 shares.



FORD'S TOP BRASS AND CHIEF UNDERWRITERS

BIG PLANS, MANY BUYERS

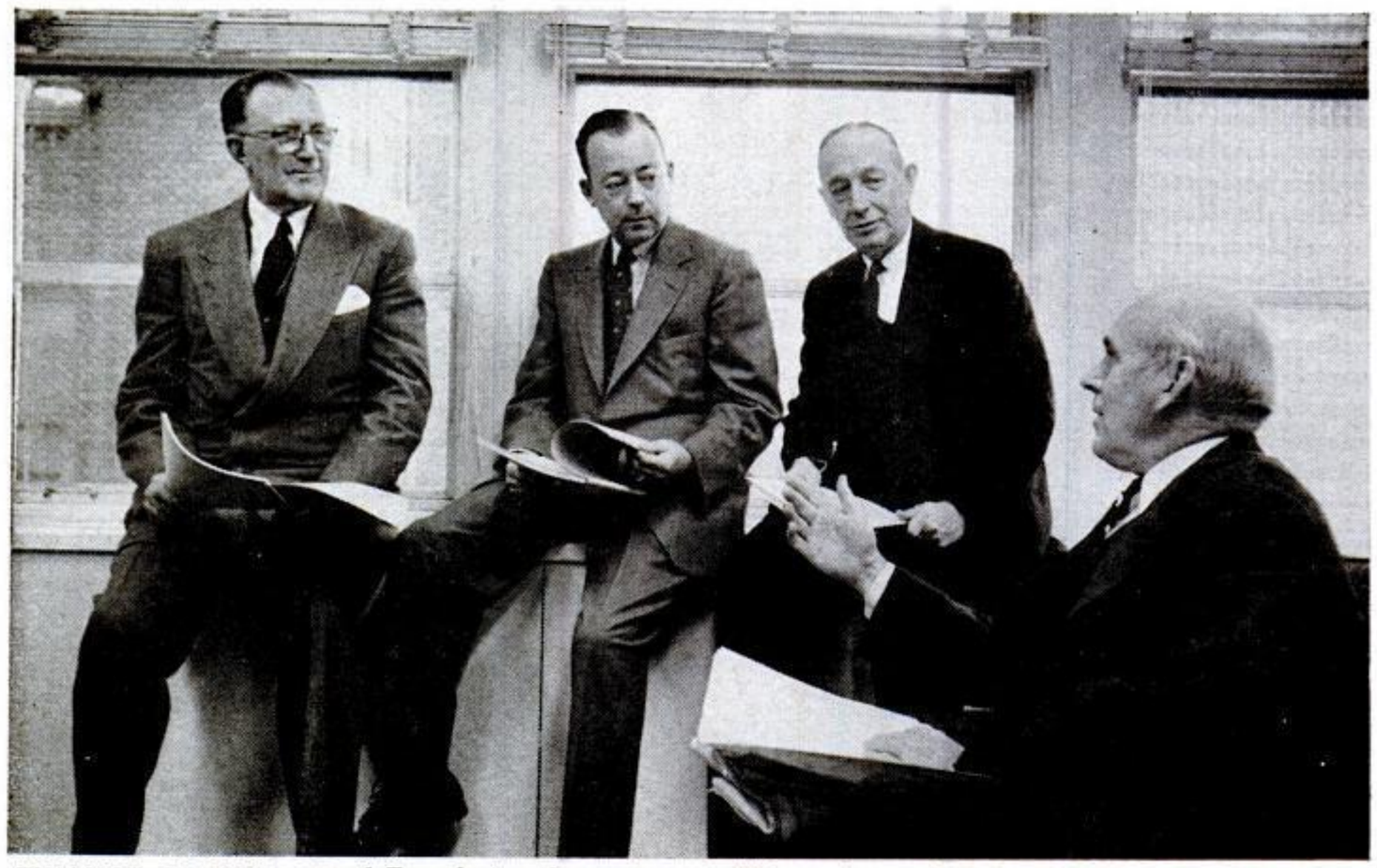
Virtually everything concerning the Ford issue called for superlatives. The Foundation's decision to sell a portion of its holdings had been made five years ago. Intensive planning began more than two years ago. Financier Sidney Weinberg, as consultant to the Ford family, became the chief architect of the deal.

By late last fall all the details of the issue had been approved by the Securities and Exchange Commission and the largest underwriting syndicate in history formed to sell the stock. Heading it were seven of the country's largest investment firms. Participating were no fewer than 715 other underwriters and some 1,400 security dealers both here and abroad.

Last week, in the final negotiation of the long, complex deal, Ford Foundation President Rowan Gaither and Charles Blyth, chairman of the underwriters, met and confirmed $64.50 as the issue price. With that the stage was set for investors from all conditions of life to buy part of the empire Henry Ford founded. Few bought more than a handful of shares. At Merrill Lynch the average sale was only 9.7 shares. This week, as the Foundation gets its $642 million, brokers estimate that the Ford Motor Company has more than 250,000 new owners.



INVESTING DOCTOR, Frank Mulherin of Augusta, Ga., was allotted 10 shares, bought more later.

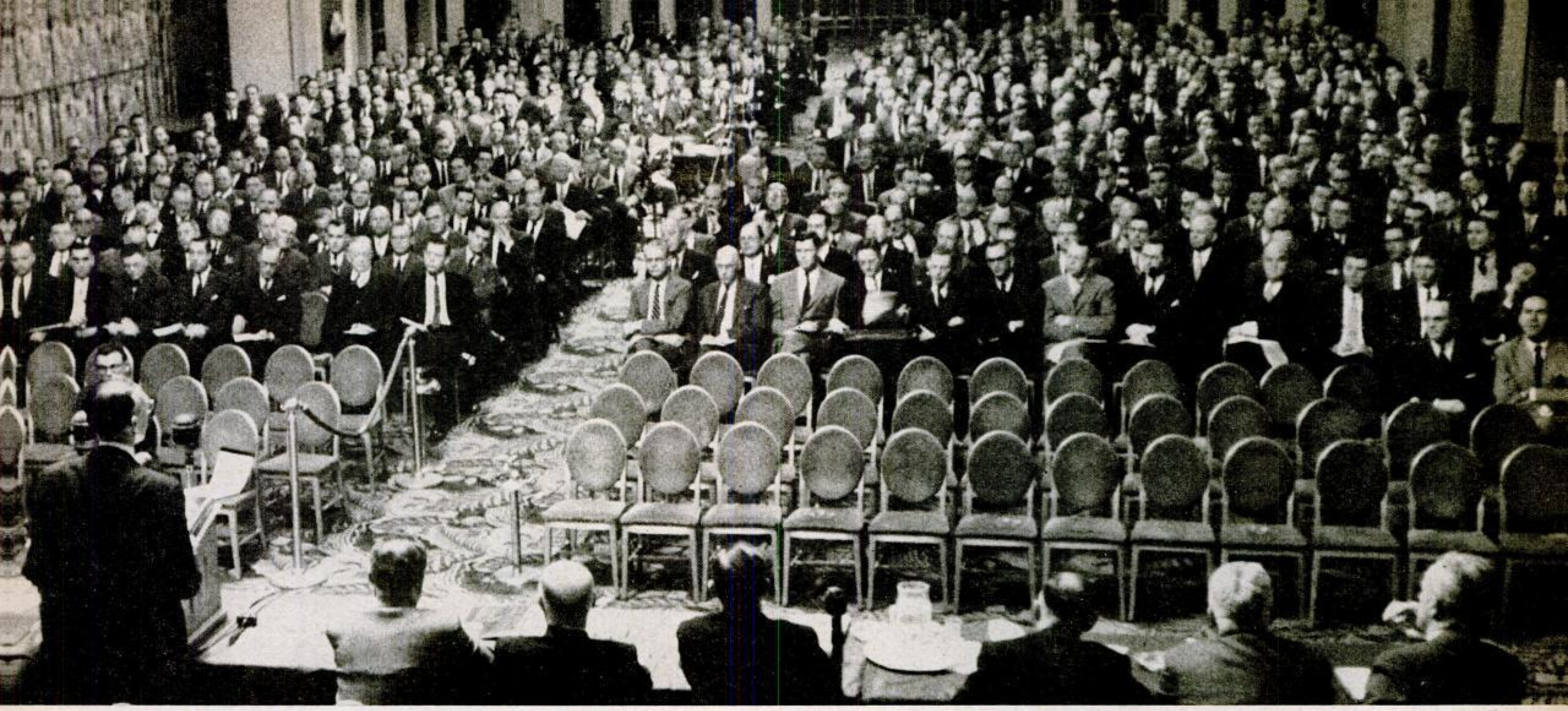


FINANCE COMMITTEE of Foundation directors meets with President Gaither. From left: Charles Wilson, former G.E. head; Gaither; James Brownlee of J. H. Whitney; John McCloy, of the Chase Bank.



BUYING FOR COLLEGE, Hastings of Nebraska, President Dale Welch put 25 shares in endowment.

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TAKE PLATFORM IN A NEW YORK BALLROOM SO 935 INVESTMENT BANKERS CAN QUESTION THEM ABOUT STOCK ISSUE WITH "DUE DILIGENCE" REQUIRED BY LAW



FERVENT FORD FAN, Fred Utt, New Jersey potato chip man, has had 51 Fords, is buying five shares.



CAPITALIST CAPTAIN, E. J. Eastwold, skipper of carrier *Tripoli*, is buying five shares as investment.



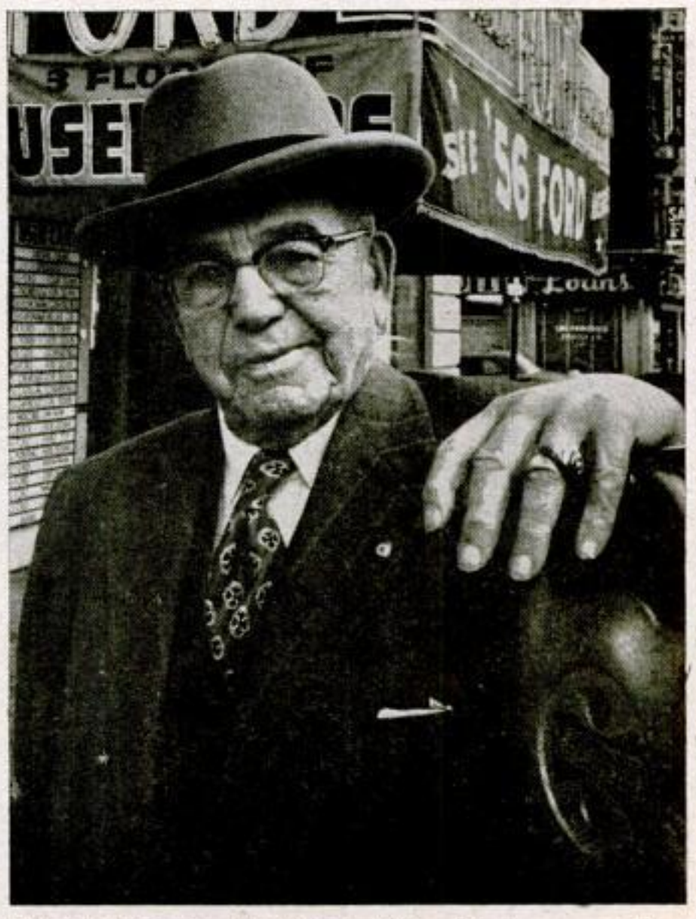
GIVER OF STOCK, Barkeep Pete Sabia of Boston, is buying one share for each of three grandchildren.



SAVING STEWARDESS, June Nixon of Trans-Texas Airways, will get eight shares, her first stock.



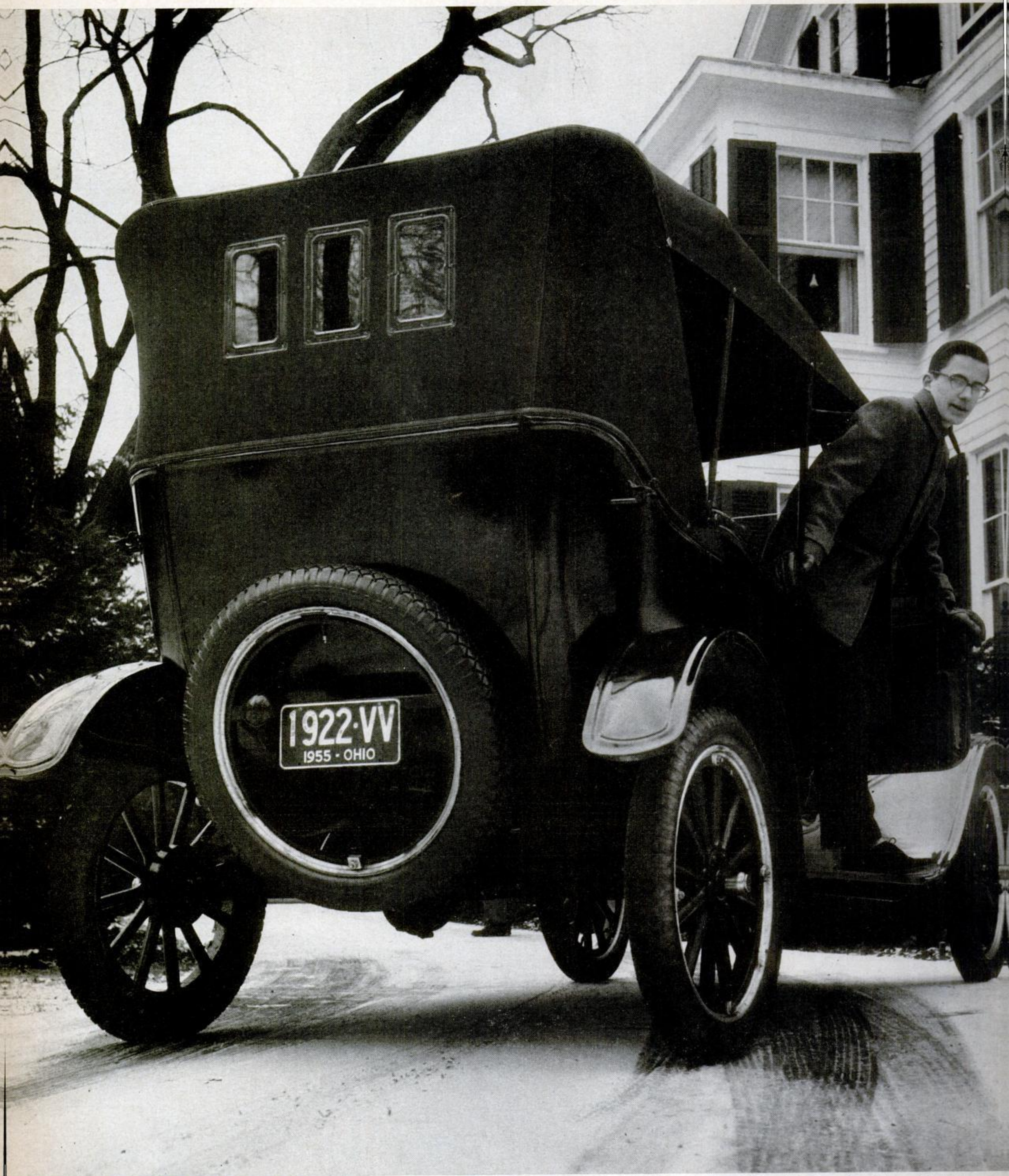
SMALL INVESTOR, Mrs. Vera Harrison, wife of Minnetonka, Minn. railroader, bought five shares.



EARLY FORD DEALER, Billy Hughson of San Francisco, began in 1903, is purchasing 250 shares.

CONTINUED 37

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A STAKE IN FORD, PAST AND FUTURE, belongs to 17-year-old Robert McConnell of Urbana, Ohio. He acquired the 1922 Model T a year ago in trade for a vise and restored it. He also owns a 1913 and a 1920 version of the model which brought Ford to greatness. Now he is buying five shares of the new Ford stock.

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Stops germs that cross its path between brushings!

New Germ-Fighting Dr. West's

Germs are stopped "in their tracks" when they come up against this new Dr. West's Miracle-Tuft. Germ-fighter is its name—and rightly so. For this is the one and only toothbrush that *stays actively antiseptic* in use. And keeps this remarkable germ-fighting condition 24 hours a day for up to 4 months.

Every bristle, the entire brush head is treated by a special process* that gives it anti-bacterial properties. These properties destroy or inhibit all types of germs that fall on or hold to the brush—even while it hangs in your bathroom.

Here is an oral hygiene necessity you can't afford to be without. Get one *today*.

- **Made to stay Actively Antiseptic for up to 4 months in use!**
- **Destroys or inhibits all types of germs that fall on or hold to it!**

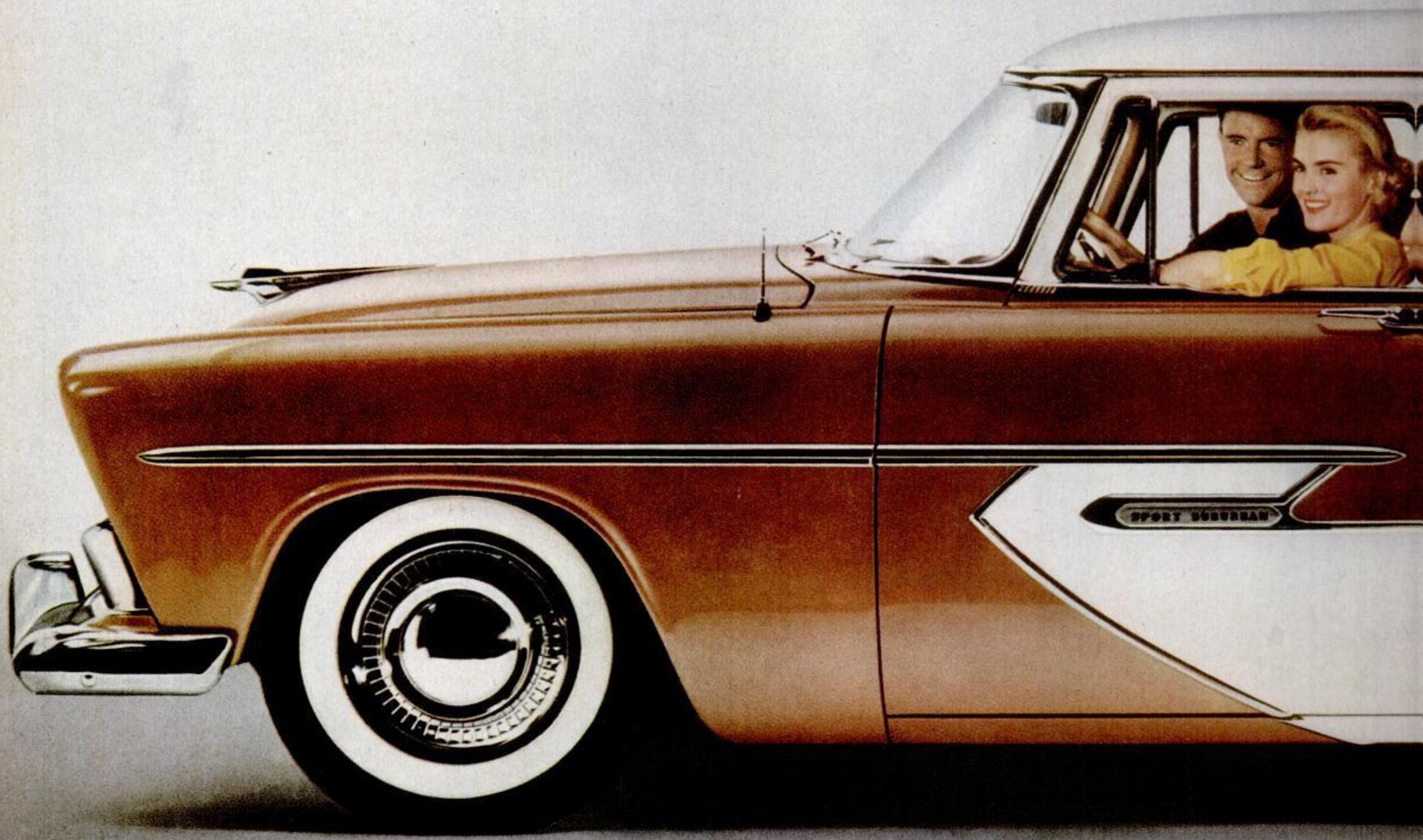
*Pats. applied for



60¢

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All-new Aerodynamic Plymouth '56



A dazzling all-new line...

8 magnificent new station wagons...2 and 4 door.

Biggest, longest in the field...new V-8's and 6's

...your Plymouth dealer has a new kind of "Top Deal" making it easy for you to own one!

Now, from the people who *created* the modern all-steel station wagon, comes a complete line of long, spacious Plymouth Suburbans . . . all new in Aerodynamic beauty . . . packing far greater power and getaway thrust . . . bringing *tomorrow's* styling today!

They're poised and ready to do your errands . . . whisk the children safely to school . . . carry you on wonderful vacation trips. Your Plymouth dealer has a dollar-saving deal making it *easy* to own one!



Plymouth '56 Suburbans

Plymouth 4-door Sport Suburban. 28 other all-new Plymouths, including fabulous 2-door and 4-door hardtop models. And a wonderful deal on every one of them!

He's selling cars a new way . . . selling *more* by giving *you* a better deal. It means a deal you simply can't match in the low-price 3 or anywhere else. *Plus* these exciting Plymouth advances—

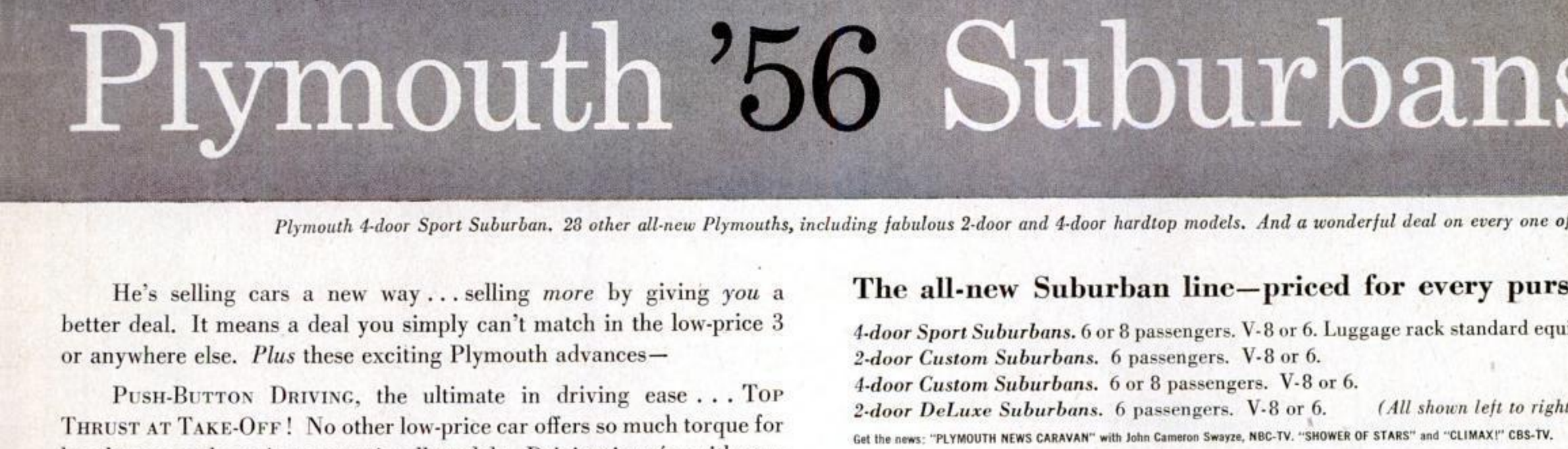
PUSH-BUTTON DRIVING, the ultimate in driving ease . . . TOP THRUST AT TAKE-OFF! No other low-price car offers so much torque for breakaway and passing power in *all* models. Driving is *safer* with new 90-90 TURBO-TORQUE plus POWERFLITE fully automatic transmission.

The all-new Suburban line—priced for every purse

4-door Sport Suburbans. 6 or 8 passengers. V-8 or 6. Luggage rack standard equipment.
2-door Custom Suburbans. 6 passengers. V-8 or 6.
4-door Custom Suburbans. 6 or 8 passengers. V-8 or 6.
2-door DeLuxe Suburbans. 6 passengers. V-8 or 6. *(All shown left to right below)*

Get the news: "PLYMOUTH NEWS CARAVAN" with John Cameron Swayze, NBC-TV. "SHOWER OF STARS" and "CLIMAX!" CBS-TV.

The car that's going places with the Young in Heart



SAVE $10

THIS PAGE IS WORTH $10

on this **new** *dramatically styled*

LANE CEDAR CHEST!



UNTIL MIDNIGHT FEB. 29

This exciting new Crestlane model is a . . . **$59.95 VALUE**

However, if you tear out this page and take it, before midnight February 29, to your dealer featuring this offer— you pay only **$49.95!***

$1 down, $1 weekly at most furniture and department stores.



The Crestlane De Luxe

Features large base drawer; in Pearl Gray Mahogany as shown; also in Seafoam Mahogany, Cordovan Mahogany, Charcoal Mahogany or Blond Oak. A **$69.95** value, your choice of finish, *only* **$59.95*** *when you present this page* to your dealer.

The Crestlane

New, spacious ultra-modern chest in Seafoam Mahogany with brass pulls. Exclusive self-lifting tray. Also in Pearl Gray Mahogany, Cordovan Mahogany, Charcoal Mahogany or Blond Oak.

Yes, take this page, before midnight February 29, to your dealer featuring this introductory offer on Lane's magnificent new Crestlane designs! The page becomes a *$10 Savings Certificate* toward your purchase of either model.

And here's a tip to thrifty gift-givers . . . buy *now* during this fabulous February savings event and have the Lane Chest delivered later—for a birthday, an engagement, wedding, anniversary . . . and—what could be more logical—for graduation! Your Lane dealer will be very glad to reserve your chest, on an easy layaway plan, to insure delivery whenever you want it. But by all means, take this page to your dealer *immediately* and save the $10.00!

Lane is the ONLY pressure-tested, aroma-tight cedar chest. Made of ¾ inch red cedar in accordance with U. S. Government recommendations, with a free moth protection guarantee underwritten by one of the world's largest insurance companies, issued upon proper application. Helpful hints for storing are in each chest. The Lane Company, Inc., Dept. L, Altavista, Va. In Canada: Knechtels, Ltd., Hanover, Ont.

SAVE $10

A THRIFTY IDEA FOR A SUPERB VALENTINE ON FEB. 14th

SAVE $10

*$5.00 higher in West due to greater freight costs—and higher in Canada

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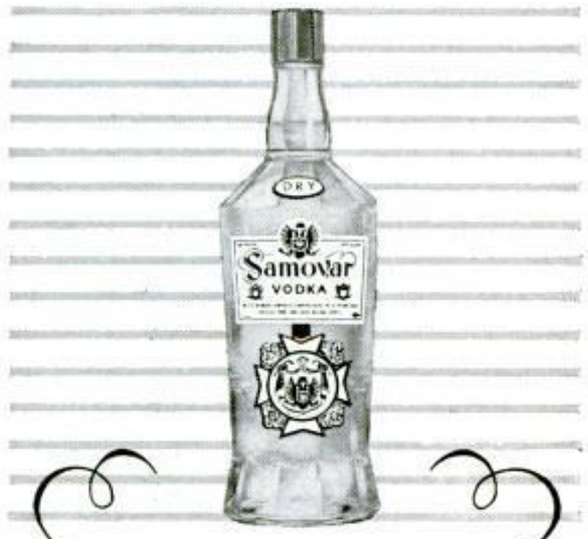
MILKMAN DAVE STEPHENS HURDLES A GATE AS HE MAKES A DELIVERY GETTING IN SHAPE FOR THE OLYMPICS

HOT TRACK FIND ON MILK RUN

Some of the most surprising results of the pre-Olympic track year have come from distance runner Dave Stephens. Twice—in a three-mile and a 5,000-meter race—he has defeated Sandor Iharos of Hungary who holds five world records. But even more surprising than his victories over Iharos is the way Stephens trains. A 25-year-old milkman of Melbourne, Australia, Stephens jogs beside his wagon on his 12-mile route, occasionally leaping over a customer's gate. After completing his early morning rounds and getting six hours' sleep, he runs an additional 10 miles each afternoon on a regular track.

Accustomed to working and training hard, Stephens ran several races in his bare feet until fans bought him track shoes. A self-taught runner, he is still without a coach. He learns while running against some of the world's best runners, like Iharos, who have been in Melbourne exploring the site of the 1956 Olympic games. Stephens is likely to run in both the Olympic 5,000- and 10,000-meter races.

CONTINUED



For breath sublime

Samovar VODKA

truly fine!



THE ORIGINAL DRY VODKA

Product of U.S.A. Boaka Kompaniya, Schenley, Pa. and Fresno, Calif. Made from Grain, 80 and 100 Proof.

Why COLD SUFFERERS PREFER STANBACK

1. Stanback combines several medically approved pain relieving agents for faster, more comforting relief of pain.

2. Stanback reduces fever, relieves pain and sore aching muscles that accompany colds.

3. Stanback, used as a gargle, relieves sore throat due to colds.

4. Stanback—relieves headache, neuralgia and other common cold discomforts.

Test STANBACK against any preparation you've ever used . . . see how much faster relief comes.



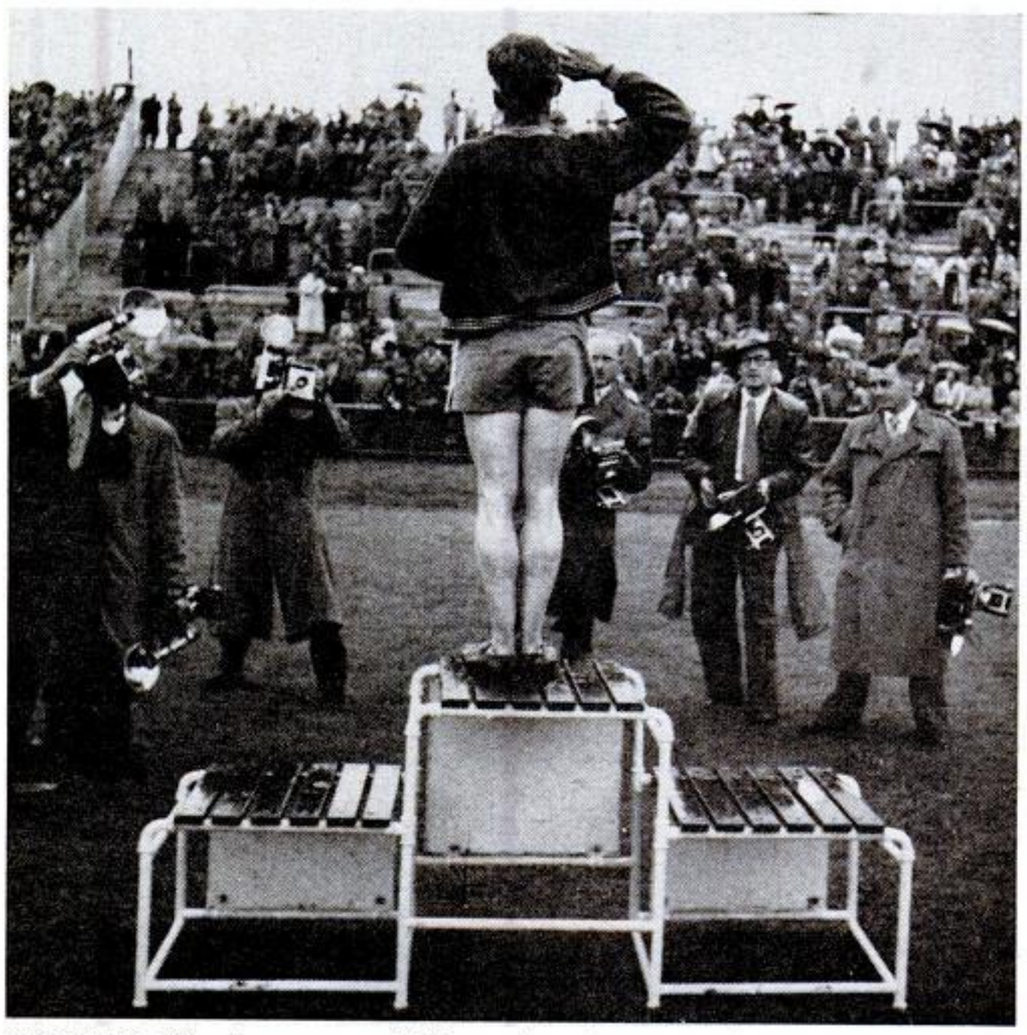
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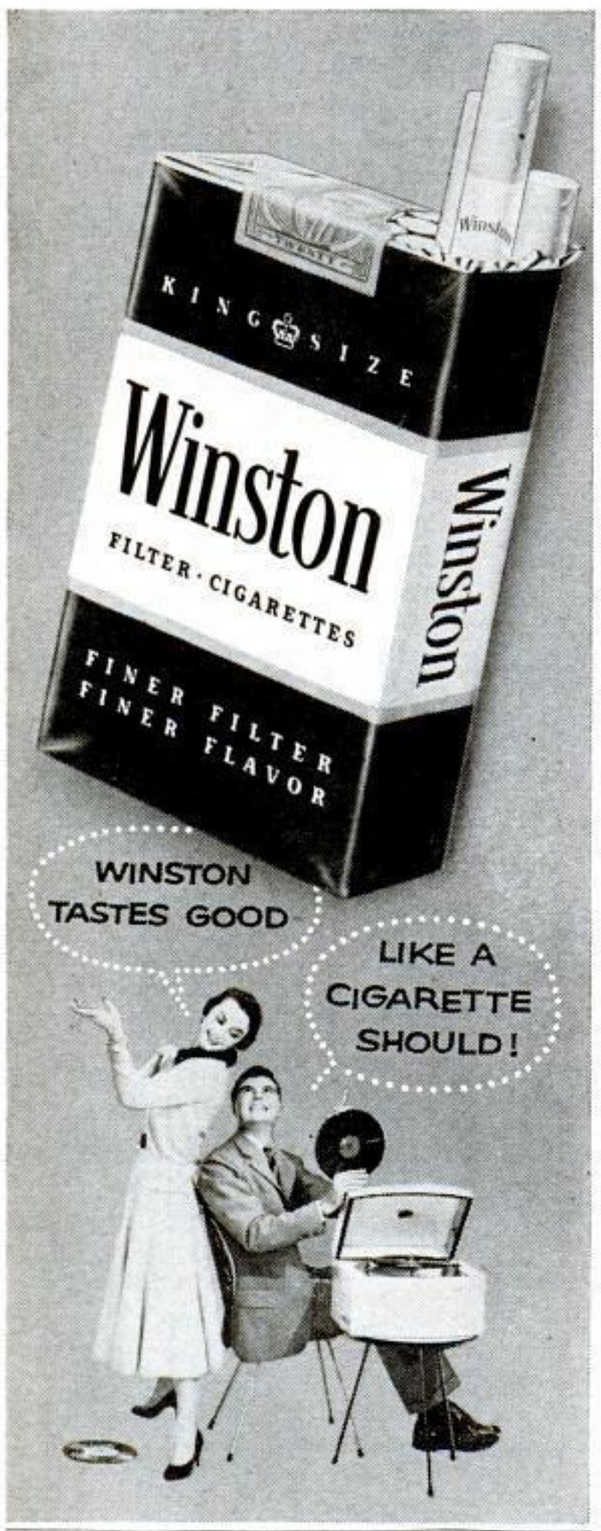
RISING at 1:10 a.m., Stephens sleepily takes his 10-mile, 425-customer milk run. He is usually back home by 8:15 for breakfast and a morning of sleep.



RUNNING with his pretty wife Beverley, who likes to follow him on short sprints, Dave trains for three hours on a regular cinder track each afternoon.



SALUTING, Stephens poses rigidly on the victory stand after defeating world record holder Sandor Iharos in three-mile run at Melbourne in December.



Cold Facts ... by ROLT

NEW VICKS WONDER DRUG SPRAY CLEARS WORST DISTRESS OF

HEAD COLDS

ONLY SPRAY THAT GIVES YOU CETAMIUM, ANTIBIOTIC GRAMICIDIN AND ANTIHISTAMINE

LETS YOU BREATHE FOR HOURS ALMOST AS IF YOUR COLD HAD GONE !

NO OTHER SPRAY GIVES YOU THIS

NEW CLINIC STYLE ATOMIZER WORKS LIKE DOCTORS ATOMIZER TO SPREAD MEDICATION TO TROUBLE SPOTS OLD TYPE SPRAYS MAY NOT REACH!

NO STING—CHILDREN LIKE IT!

Vicks Medi-Mist NASAL SPRAY

New VICKS Medi-Mist NASAL SPRAY

Corns

SORE TOES — TENDER SPOTS

NERVE-DEEP RELIEF!

Pain Stops FAST!

Dr. Scholl's Zino-pads stop pain at its *source* . . . remove corns one of the fastest ways known to medical science. No other method like it. Also sizes for Callouses and Bunions. Get a box today!

Super soft Dr Scholl's Zino-pads

BIG Opportunity to earn EXTRA MONEY For things you want most



$50 to $250 in spare time EASY as a welcomed and respected Lucky Heart Representative.

Men and women of all ages! Now you can make the extra money often needed to get the things you want most. All you do is show, demonstrate and sell exclusive quality, nationally advertised Lucky Heart Cosmetics to friends, neighbors and relatives. *No house-to-house selling required.*

No Experience Needed

We'll show you how and send you everything you need to get started *now*. You'll find your customers so pleased with Lucky Heart Cosmetics, they'll order from you time and again. Every order will mean money and luxury prizes of your own to enable you and your family to enjoy a better way of life.



FREE DISPLAY CASE OFFER

Handsome case filled with full-size, beautifully packaged Lucky Heart Cosmetics gave thousands their big start. It can do the same for you.

MAIL THIS COUPON, NOW!

LUCKY HEART DEPT. 44AE, 400 MULBERRY ST., MEMPHIS 2, TENN.

LUCKY HEART, Dept. 44AE
400 Mulberry St., Memphis 2, Tenn.

I want to earn extra money and enjoy a Better Way of Life. Rush me full details and FREE Display Case Offer!

Name _____

Address _____

City _____ State _____

ONE STEP—OR A MILLION STEPS FROM NOW—YOU'LL BE GLAD YOU BOUGHT

WELLCO "Foamtreads"®

FOR "THE WALK THAT RELAXES"

COMFORTABLE FOOTWEAR

*Foamtread – Reg. T.M. Wellco Shoe Corp. ©1956

TUBELESS or TUBE TYPE TIRE REPAIRS WITHOUT ..REMOVING TIRE OR WHEEL with the TYRON PUNCTURE REPAIR SYSTEM



The TYRON Puncture Repair System is the answer for EASY, SAFE, CLEAN emergency tube or tubeless tire repair. No motorist can afford to be without one. It's not even necessary to remove your tire. See your local dealer or write direct.

TYRON CORPORATION GOODLAND, KANSAS



MY MOMMY'S THE BEST COOK IN TOWN!

Her secret for meat loaf is TEMPO — all the hard-to-prepare mixings for family size, oven-ready in 3 minutes! 1 pkg. TEMPO + 1 egg + 1 lb. hamburg.

At your food store or write HENRY THAYER CO., Cambridge, Mass.

The quick mix for meat loaf is TEMPO

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Chafe-Guard

baby's delicate skin



Johnson & Johnson

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$100,000 WESSON OIL CONTEST



3 SECOND PRIZES

Admiral 21-inch Color TV Consoles

The luxury of a lifetime. Big screen, trouble-free color television brings in sharp, clear picture. Receives black and white programs, too.



50 THIRD PRIZES

Admiral 12 1/4 cu. ft. Upside-down Dual-Temp Combination Refrigerator-Freezers

Huge sub-zero freezer at bottom stores up to 120 pounds of frozen foods. Completely automatic "reach-easy" refrigerator compartment never needs defrosting.



50 FOURTH PRIZES

Admiral Fully-Automatic Electric Ranges

Double ovens roast, bake or broil at the same time. King-size *rotary* roaster. On-off timer clock and minute minder. Super-speed surface units to dial any heat.

825 FIFTH PRIZES

Admiral De Luxe Calendar-Clock Radios



They wake you up, lull you to sleep, turn appliances on and off —even tell the exact date *automatically*. Powerful, brilliant radio reception.



Frying hints to help you win



Wesson Oil is instant shortening with all the delicacy of finest salad oil. It pours for quick frying—no melting, no waste. Extra safe for digestibility. You can heat Wesson Oil much higher than costliest solid shortenings—and still Wesson does not smoke or burn. Wesson's extra margin of safety means you're surer of digestible fried foods with fresh, tempting taste. And because Wesson *keeps* pure at highest temperatures, you can fry with the same delicate Wesson Oil again and again.

Here's all you do:

On entry blank or any sheet of paper, complete in 25 additional words or less: "I like Wesson Oil for ☐FRYING ☐BAKING ☐SALADS because..."
(select one or more)
Mail entry to "Wesson Oil Contest, P.O. Box 6170, Chicago 77, Illinois."

EASY CONTEST RULES

Enter the contest often. Each entry must be accompanied by one Wesson Oil label. Entries must be postmarked on or before March 1st and received by March 7th, 1956.

Wesson® Oil is the only one you

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$10,000 FIRST PRIZE

– AND 928 ADMIRAL APPLIANCES

Just tell why you like Wesson® Oil for FRYING, for BAKING, or for SALADS

Think of it! A few minutes of your time today could be worth $10,000 cash! Wesson Oil has such good news for homemakers, we're giving away $100,000 in prizes to tell you about it.

The news: *Wesson Oil today is the only one you need for FRYING, BAKING and for SALADS.* Easier, more convenient than any other type of shortening, Wesson *pours* for luscious baked treats. It's your instant shortening for safer digestible frying.

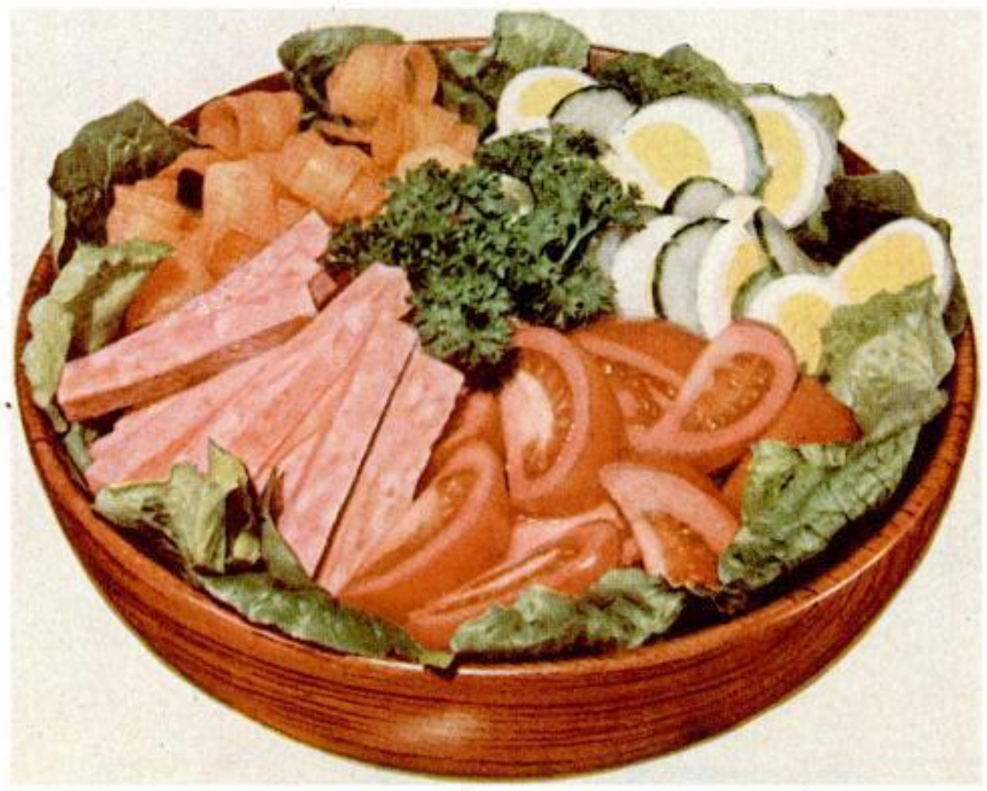
And you use the same delicate Wesson Oil for tempting salad dressings, too. To enter Wesson's $100,000 contest, *all you do is tell in 25 words or less why you like Wesson Oil for any one or more of these uses.* You can enter as often as you like. Just send a Wesson Oil label with *each* entry. Make Wesson Oil your one and only for all good cooking and for salad dressings too. Make this the luckiest day in your life.

Baking hints to help you win



Baking with delicate Wesson Oil is far easier than with solid shortening. Wesson saves digging out shortening and packing to measure. You pour Wesson Oil instantly to exact measure . . . stir it right into your batter. No cutting in for flaky Stir-N-Roll pie crust and biscuits. No creaming when you make luscious Chiffon cakes or crispy Stir-N-Drop cookies. Wesson Oil assures delicate flavor, too. None lighter, finer and fresher than Wesson in all the world.

Salad hints to help you win



With sparkling pure Wesson Oil you make the world's freshest French dressing in *just 1 minute.* You season it to suit your family best, enjoy enticing variety simply by adding your own favorite seasonings. You save money, too, because your homemade Wesson Oil dressing costs less than bought dressings. And because Wesson is the freshest salad oil you can buy, your good salad dressings have the full flavor that only fresh-made dressings can have.

Entries will be judged on the basis of sincerity, originality, aptness of thought and clearness. Entries must be the original work of contestants, submitted in their own name.

Judges' decisions are final. In case of ties, duplicate prizes will be awarded. All entries become the property of Wesson Oil & Snowdrift Co., Inc. No entries returned, no correspondence entered into about them.

Contest open to all residents of the United States, including its territories, except employees of Wesson Oil & Snowdrift Co., Inc., and its subsidary companies, their advertising agencies, the organization handling and judging the contest and their families. Contest subject to all federal, state and local regulations. Winners will be notified by mail.

List of winners will be available approximately six weeks after the close of the contest to all who send in a request accompanied by a 6c stamped, self-addressed envelope.

ENTRY BLANK

Wesson Oil Contest
P. O. Box 6170, Chicago 77, Ill.

(I have enclosed 1 Wesson label for each entry.)

"I like Wesson Oil for ☐ FRYING ☐ BAKING ☐ SALADS because _____
(select one or more)

_____"

(Complete in 25 additional words or less)

NAME _____ ADDRESS _____

CITY _____ ZONE ____ STATE _____

MY GROCER'S NAME: _____

GROCER'S ADDRESS _____

need for frying, baking and for salads

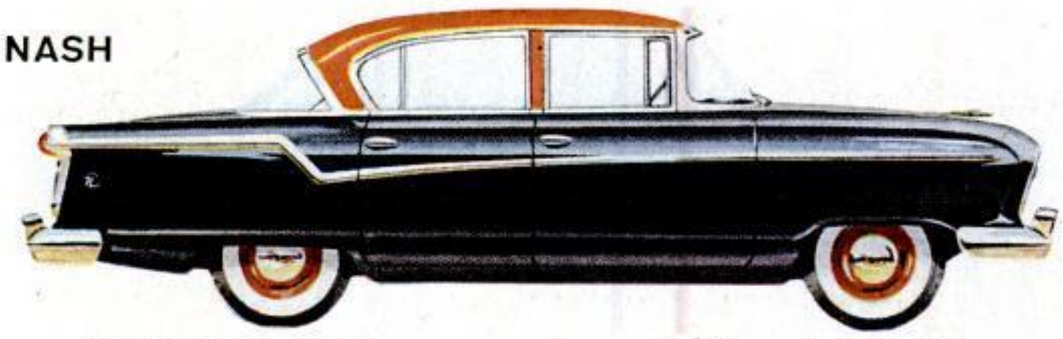
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COLORFUL 1956 CATALOG

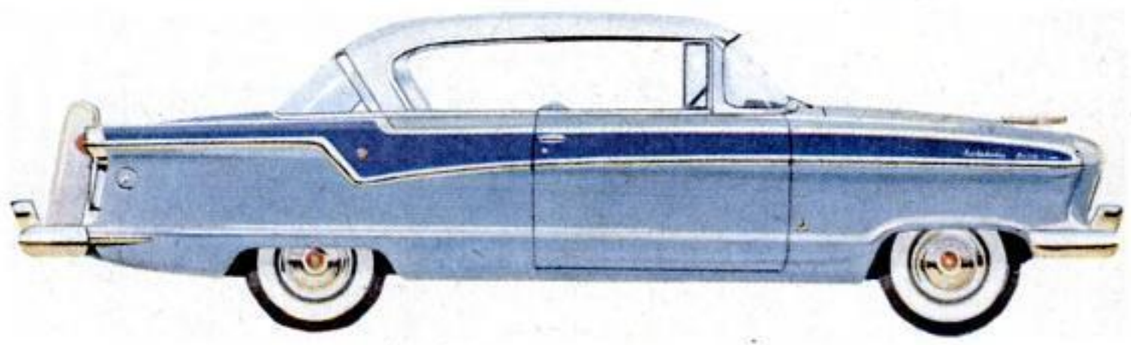
Auto makers offer more models than ever: here they are lined up and compared

AMERICAN MOTORS

NASH

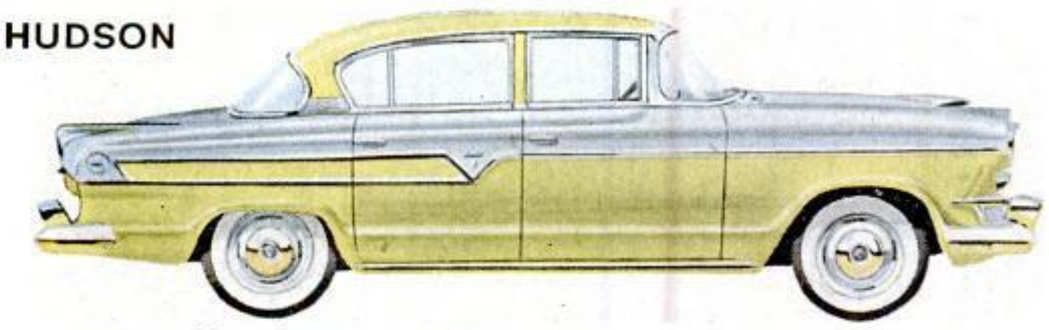


STATESMAN SUPER represents the standard low-priced Nash line. It has hp of 130, weighs 3,170 lbs., has over-all length of 202¼ in.

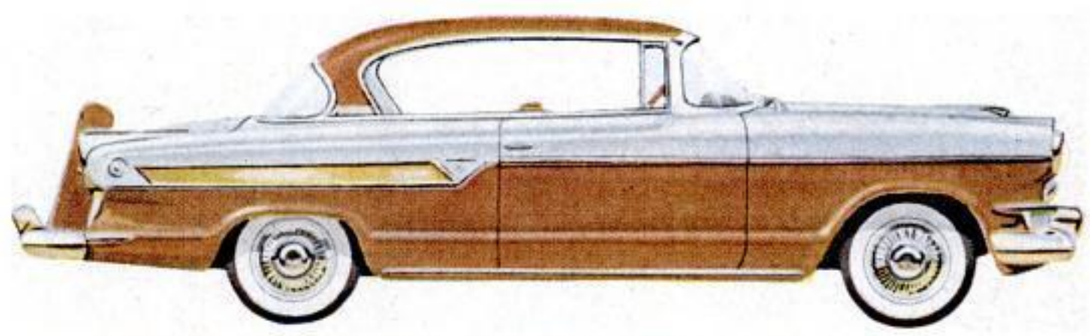


AMBASSADOR V-8 has Packard engine with top hp of 220, and Twin Ultramatic transmission. It weighs 3,830 lbs. and is 219¼ in. long.

HUDSON



WASP, like other cars in Nash and Hudson lines, has unit frame-and-body construction. It has 130 top hp, is 202¼ in. long, weighs 3,285 lbs.



CUSTOM HORNET has a six-cylinder 165-hp or 175-hp engine, or 220-hp V-8 engine. It weighs 3,880 lbs. with V-8, is 219¼ in. long.

CHRYSLER

PLYMOUTH

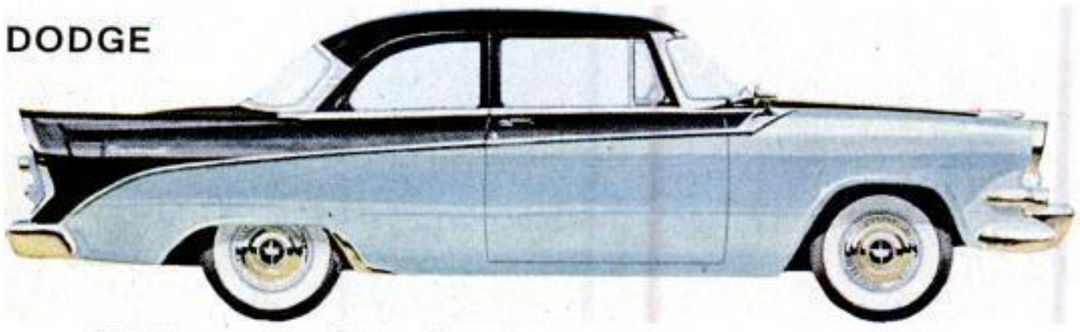


SAVOY CLUB SEDAN, like all Plymouths, has 125- or 131-hp six-cylinder or 187- or 200-hp V-8 engine. Weight with 125 hp is 3,125 lbs.

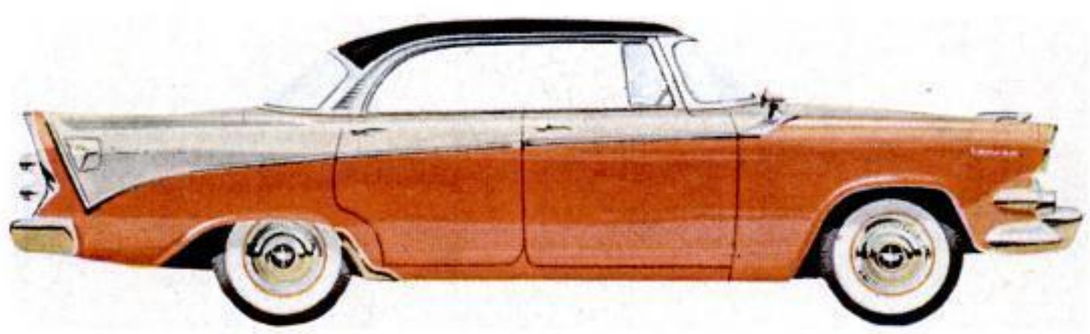


BELVEDERE HARDTOP, a new four-door model, weighs 3,275 lbs. with 200-hp V-8 engine. Over-all length of most Plymouths is 204.8 in.

DODGE

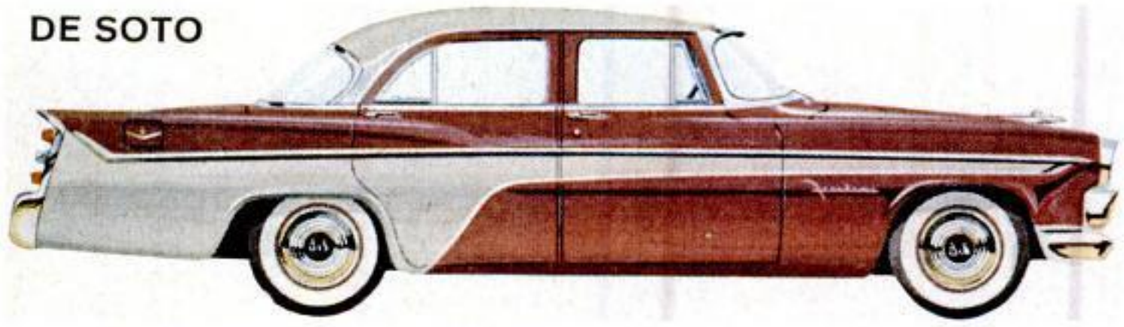


CORONET offers choice of 131-hp six-cylinder engine, or 189, 230- or 260-hp V-8 engine. It is 212 in. long, weighs 3,250 lbs. with the six.

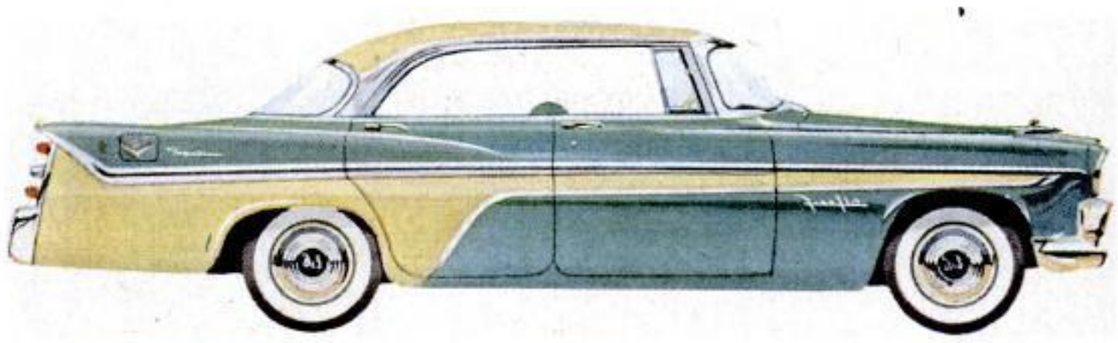


ROYAL LANCER HARDTOP, like all Royals and Customs, has 218-, 230- or 260-hp V-8. It is 212 in. long, weighs 3,675 lbs. with 218 hp.

DE SOTO



FIREDOME FOUR-DOOR SEDAN, one of eleven models in De Soto line, has a 230-hp engine, is 217.9 in. long and weighs 3,885 lbs.

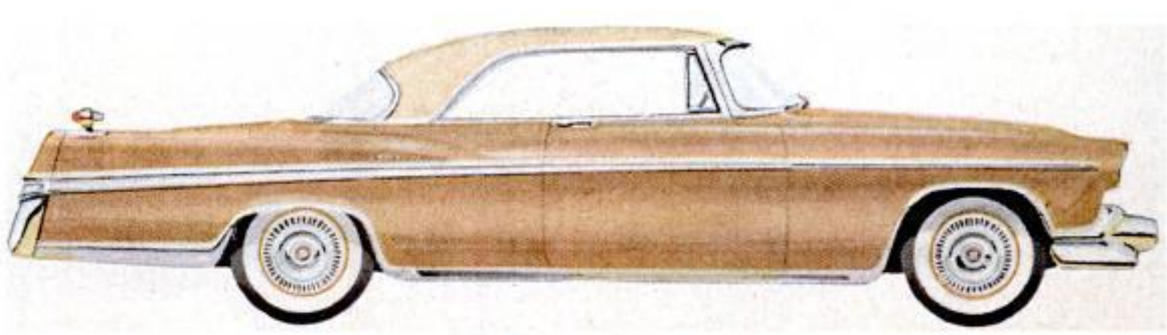


FIREFLITE FOUR-DOOR HARDTOP weighs 4,005 lbs., is 217.9 in. long, has 255-hp engine. Push-button transmission control is standard.

IMPERIAL



CROWN LIMOUSINE, the most luxurious automobile of Chrysler's costliest line, has hp of 280, weighs 5,205 lbs. and is 243.6 in. long.



TWO-DOOR HARDTOP, like four other models in line, has "gun-sight" tail lights. It has 280 hp, weighs 4,565 lbs. and is 229.6 in. long.

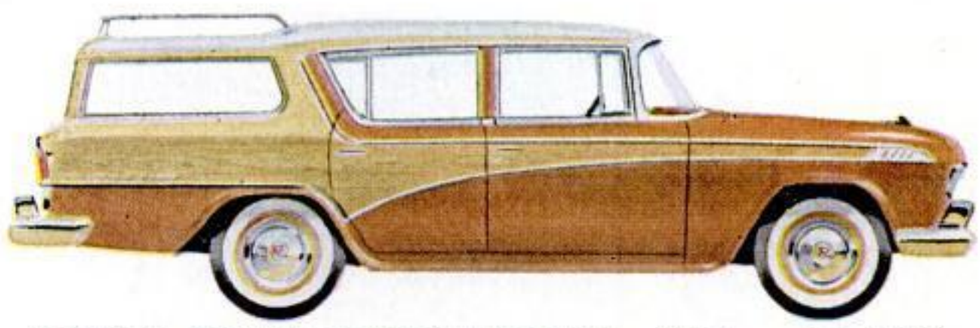
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Resplendent in their happy colors like great chrome-flecked Easter eggs, the array of 1956 automobiles is beckoning an unprecedented army of U.S. buyers. With so broad a choice of domestic and foreign models, the customer finds himself dazzled and a little dizzy. For his benefit LIFE presents on these pages a color catalog which for the first time shows, side by side, representative models of domestic and foreign lines, with many of their outstanding features and specifications.

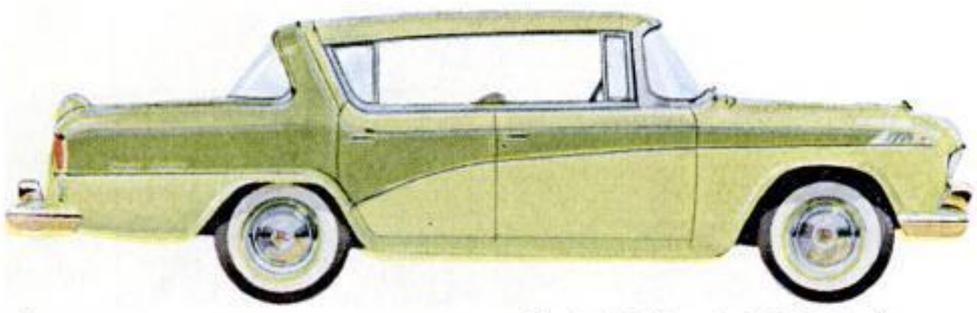
The new cars continue the spectacular designing and engineering trends of 1955 which sent Americans on the biggest car-buying spree in history—sales of 7,400,000 cars, a record mark the industry hopes to equal this year. The new models generally are more powerful (15% average hp increase) and slightly higher in price. Crisply rectangular in line, they come in exotic solid or two-tone or even three-tone colors, and are more automatic than ever.



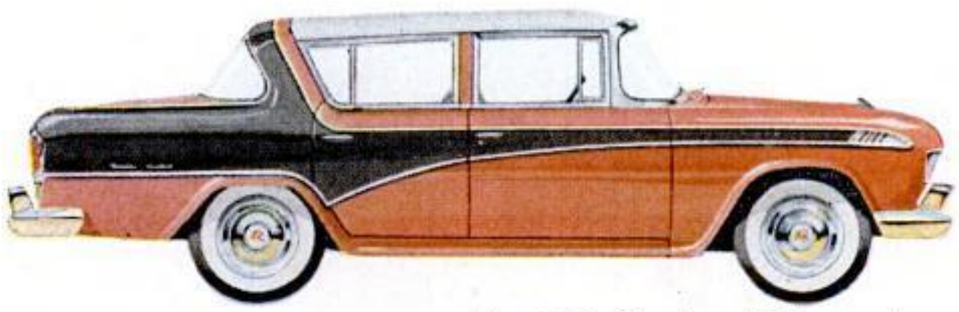
METROPOLITAN, the smallest car in the Nash line, is English-made and has 42-hp Austin engine. It weighs 1,835 lbs., is 149½ in. long.



RAMBLER CUSTOM STATION WAGON has 120 hp, weighs 3,110 lbs. and is 191.14 in. long. Rambler line was redesigned this year.



RAMBLER CUSTOM HARDTOP weighs 2,990 lbs., is 191.14 in. long. Rambler is company's best seller, sold by Nash and Hudson dealers.



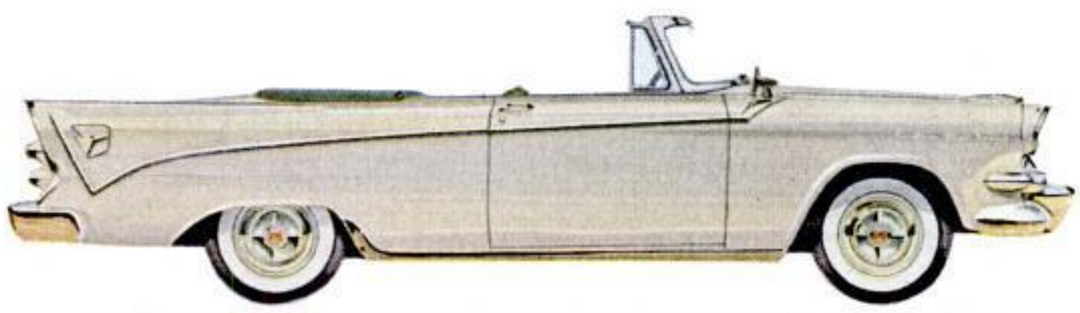
RAMBLER CUSTOM SEDAN weighs 2,891 lbs., has 120-hp engine and is 191.14 in. long. Ramblers are the shortest standard U.S. cars.



BELVEDERE CONVERTIBLE weighs 3,435 lbs. with 200-hp engine. Push-button transmission is optional or standard in all Chrysler cars.



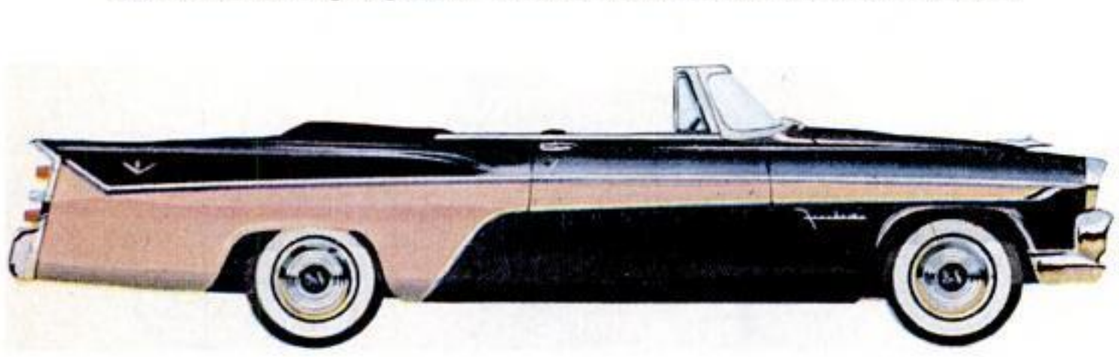
SPORT SUBURBAN STATION WAGON can seat eight persons. It weighs 3,605 lbs. with the 200-hp V-8 engine and is 208.8 in. long.



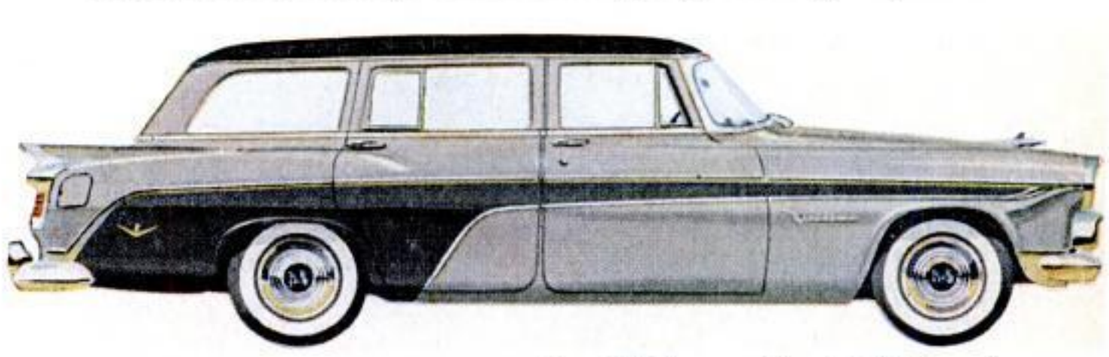
CUSTOM ROYAL LANCER CONVERTIBLE is 212 in. long, weighs 3,630 with 218 hp. Optional Chrysler features include a phonograph.



SIERRA, one of seven station wagons in Dodge line, seats eight persons. It is 214.9 in. long. With the 218-hp engine it weighs 3,715 lbs.

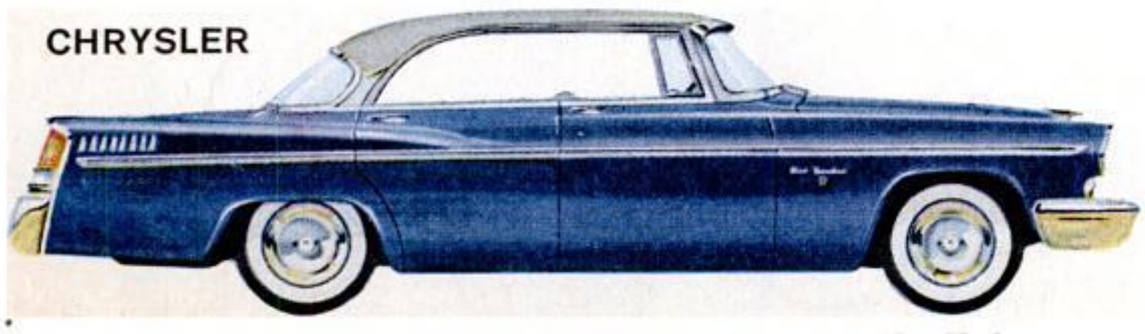


FIREDOME CONVERTIBLE has 230 hp, weighs 4,090 lbs. and is 220.9 in. long. Like entire De Soto line it has 12-volt electrical system.



FIREDOME STATION WAGON has 230 hp, weighs 4,230 lbs., is 218.6 in. long. It seats six, with optional third seat has room for eight.

CHRYSLER



NEW YORKER FOUR-DOOR HARDTOP and five other New Yorker models have hp of 280. It weighs 4,220 lbs. and is 224.2 in. long.



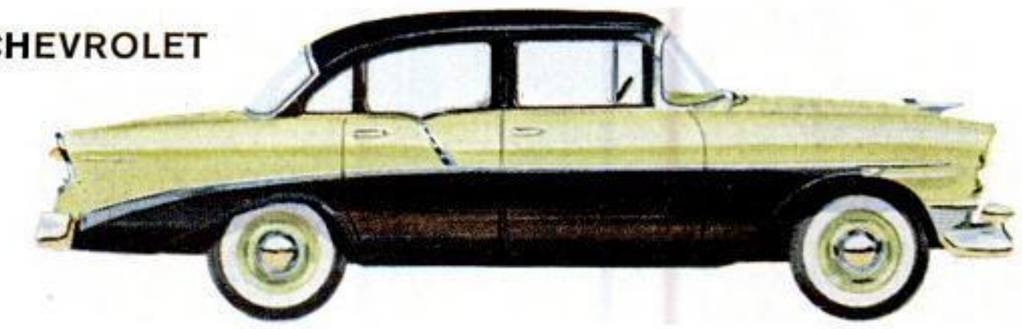
WINDSOR TOWN AND COUNTRY WAGON weighs 4,290 lbs. with 225 hp, is 219.5 in. long. Optional equipment boosts the hp to 250.

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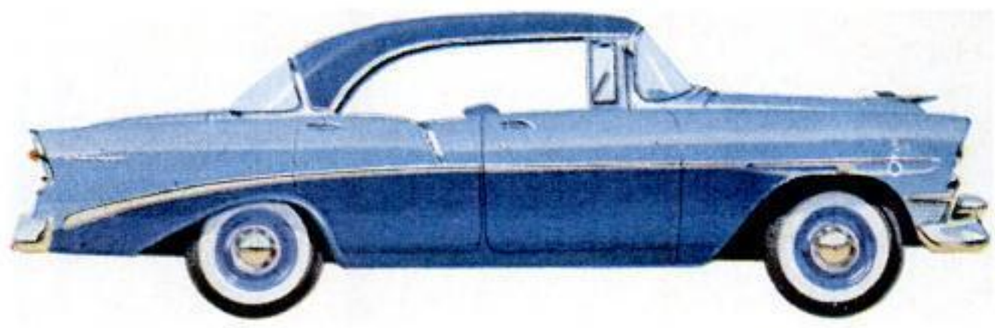
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GENERAL MOTORS

CHEVROLET

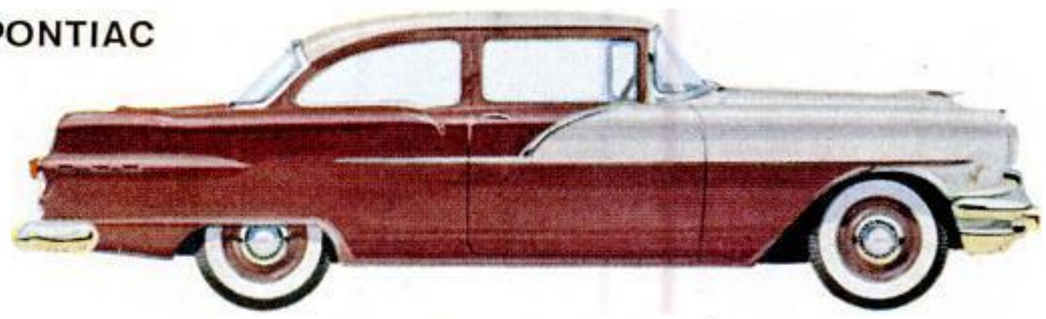


TWO-TEN FOUR-DOOR, like other models, has a 140-hp six-cylinder or a 160-, 170- or 205-hp V-8 engine. Weight with six is 3,210 lbs.

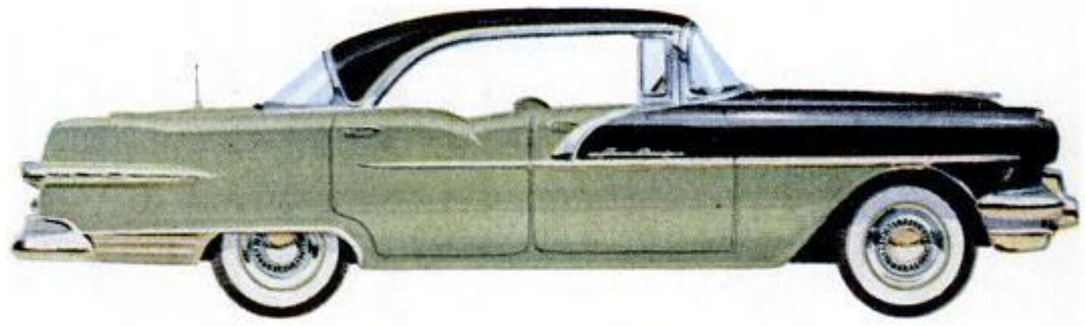


TWO-TEN HARDTOP comes with two or four doors. This car weighs 3,262 lbs. with six. All models except station wagon are 197.5 in. long.

PONTIAC

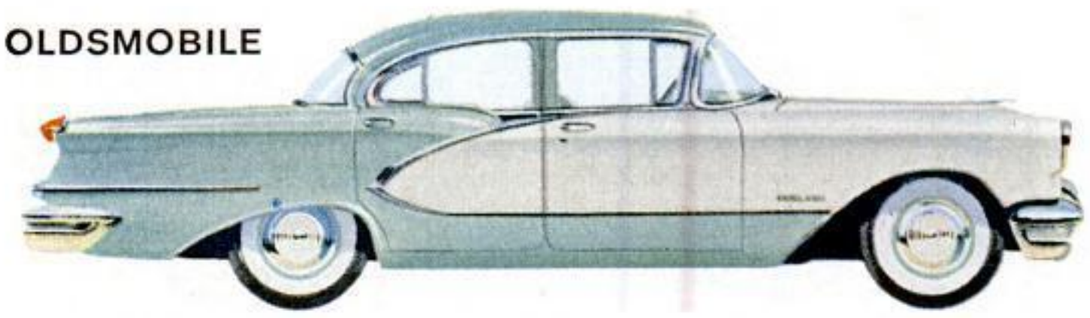


860 SEDAN has 205-hp or 227-hp V-8 engine, weighs 3,436 lbs. with former, is 205.6 in. long. Line has improved Hydra-Matic transmission.



STAR CHIEF FOUR-DOOR HARDTOP weighs 3,671 lbs., has 227-hp V-8 engine and is 212.6 in. long. This is one of six available hardtops.

OLDSMOBILE

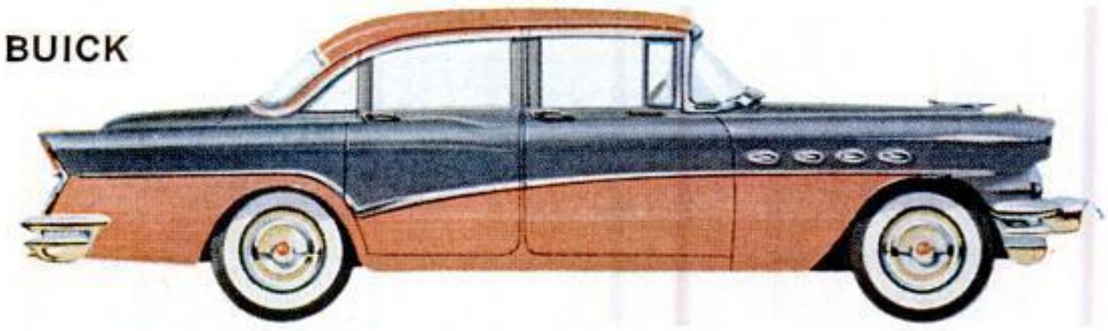


98 FOUR-DOOR SEDAN has 240-hp engine, weighs 4,047 lbs., is 212.29 in. long. Like other 98 models, it has padded instrument panel.

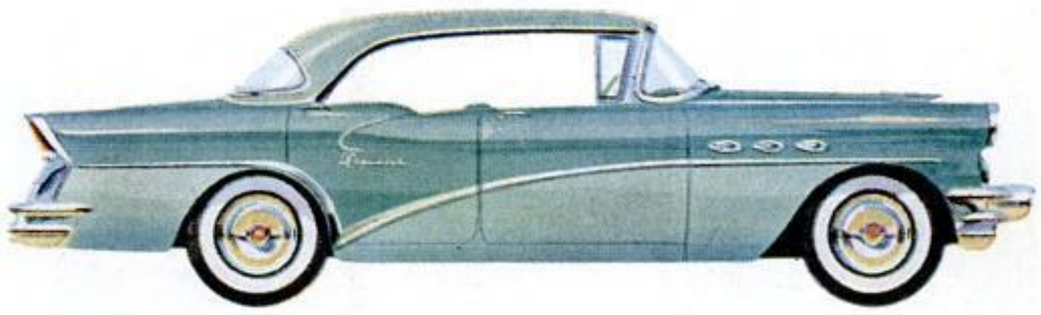


88 HOLIDAY FOUR-DOOR HARDTOP has a 230- or 240-hp engine, is 203.29 in. long and weighs 3,810 lbs. Hydra-Matic drive is optional.

BUICK

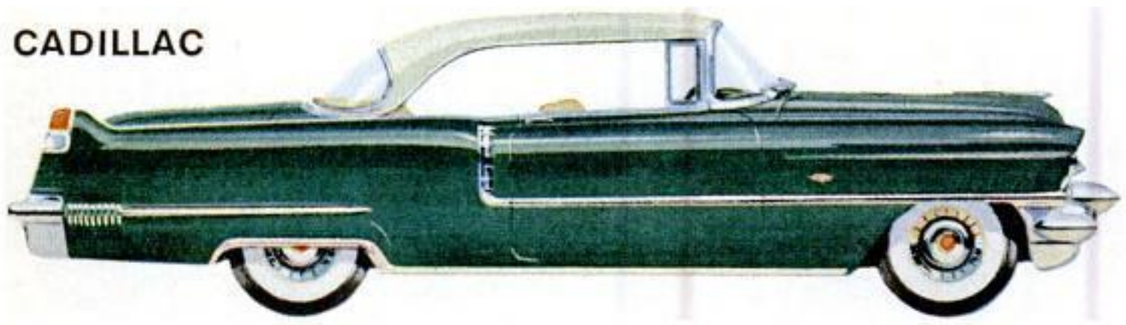


ROADMASTER FOUR-DOOR SEDAN has 255-hp engine with four-barrel carburetor, weighs 4,280 lbs., has an over-all length of 213.6 in.

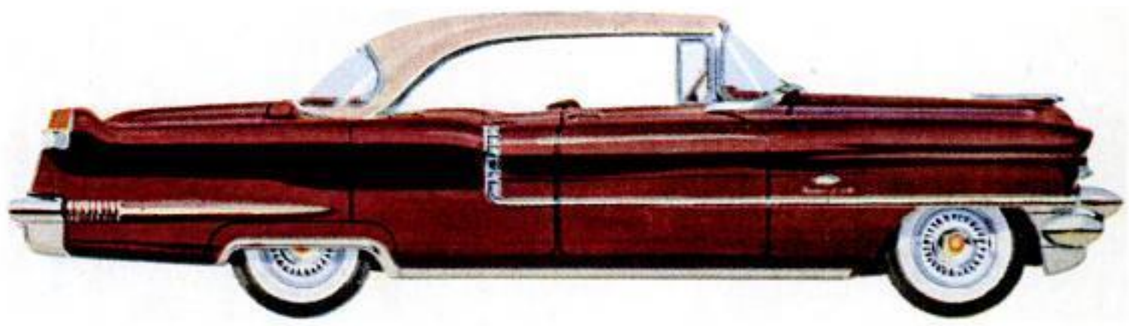


SPECIAL FOUR-DOOR HARDTOP has a 220-hp engine with a two-barrel carburetor, has an over-all length of 205.1 in., weighs 3,860 lbs.

CADILLAC



SERIES 62 HARDTOP has 285-hp engine standard in most models. It weighs 4,420 lbs., is 221.9 in. long, is one of 10 Cadillac body styles.



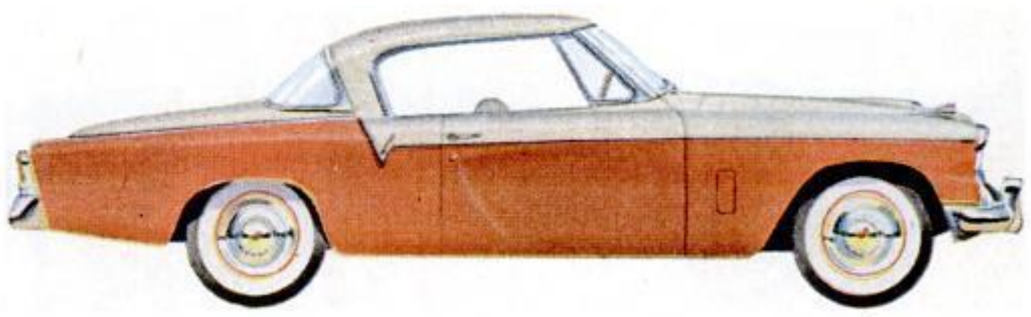
SEDAN DE VILLE HARDTOP, which is new this year, has four doors, weighs 4,550 lbs. and is 221.9 in. long. Power seats are standard.

STUDEBAKER-PACKARD

STUDEBAKER

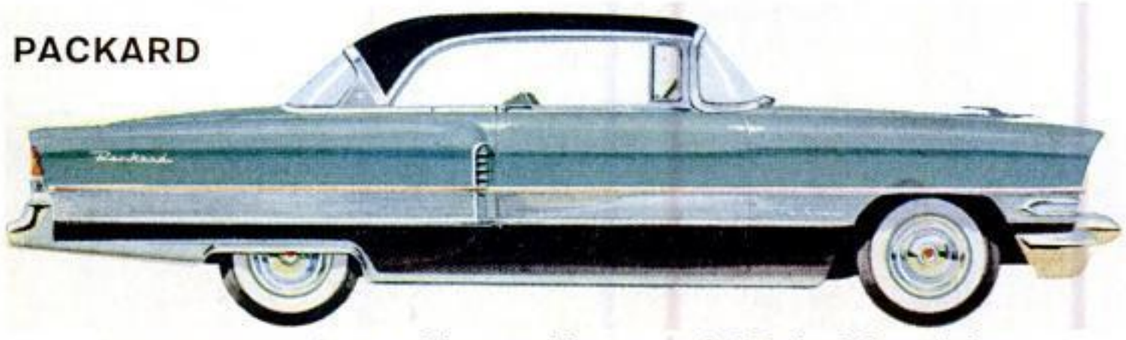


CHAMPION SEDAN has 101-hp six-cylinder engine, weighs 2,800 lbs. and is 200¾ in. long. Entire Studebaker line was restyled for 1956.

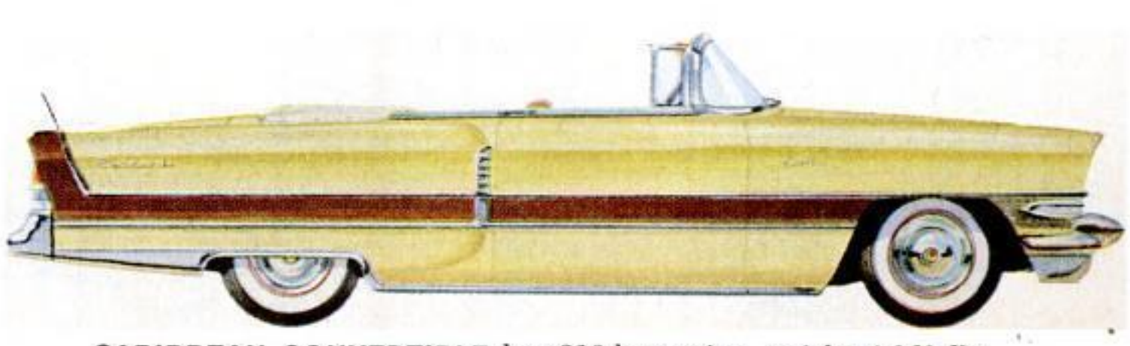


SKY HAWK, one of four in Hawk line, has 210 hp, is 203 15/16 in. long and weighs 3,215 lbs. Line has safety latches, optional seat belts.

PACKARD

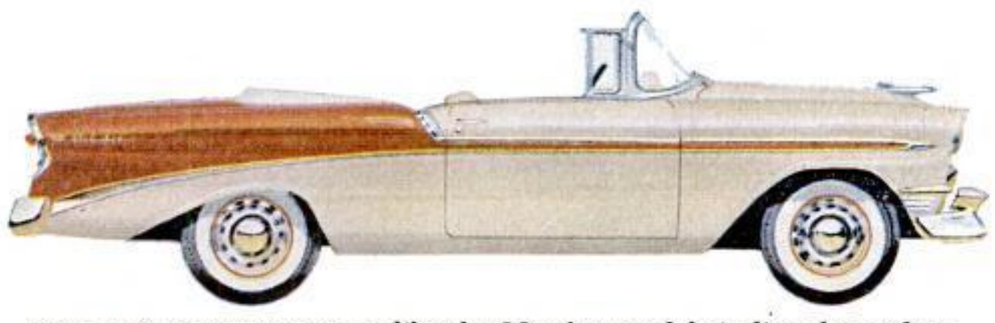


400 HARDTOP is one of four models in restyled Packard line. It has 290-hp V-8 engine, weighs 4,290 lbs. and has over-all length of 218 in.



CARIBBEAN CONVERTIBLE has 310-hp engine, weighs 4,960 lbs., is 218.5 in. long. Whole Packard line has push-button transmission.

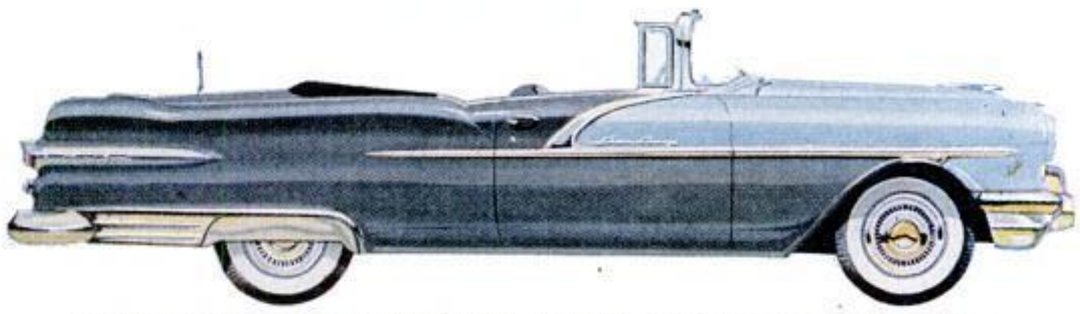
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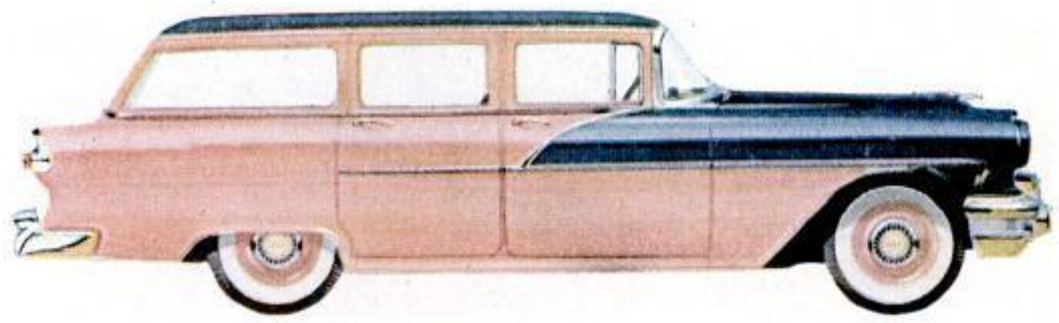
BEL-AIR CONVERTIBLE, like the 18 other models in line, has safety door latches, optional seat belts. It weighs 3,340 lbs. with six-cylinder.



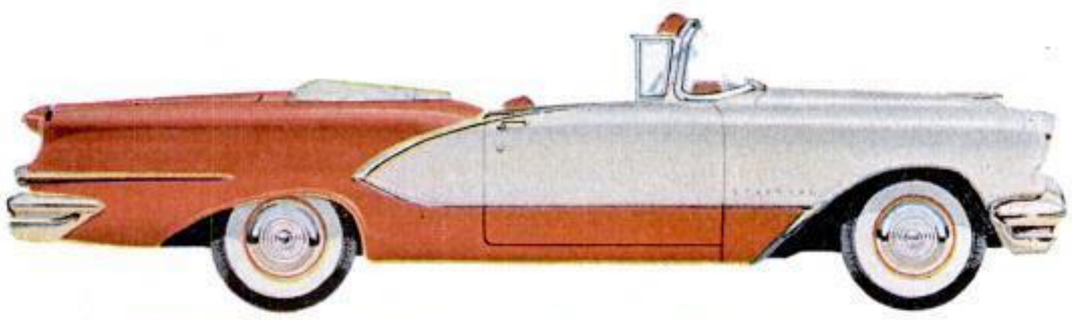
BEL-AIR NOMAD is one of six station wagon models. It seats six, has over-all length of 200.8 in., weighs 3,362 lbs. with six-cylinder engine.



STAR CHIEF DELUXE CONVERTIBLE is 212.6 in. long and weighs 3,781 lbs. Engine is 227 hp. Line has 56 solid colors and combinations.



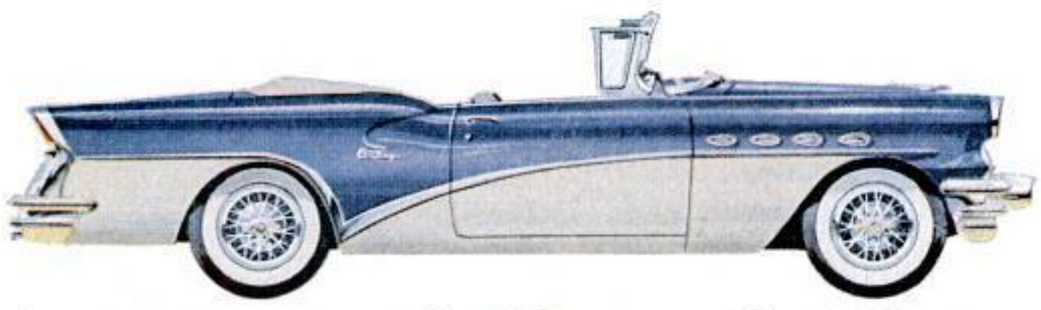
870 STATION WAGON, which seats six persons, has a 205-hp engine as standard equipment. It weighs 3,641 lbs. and its length is 206 in.



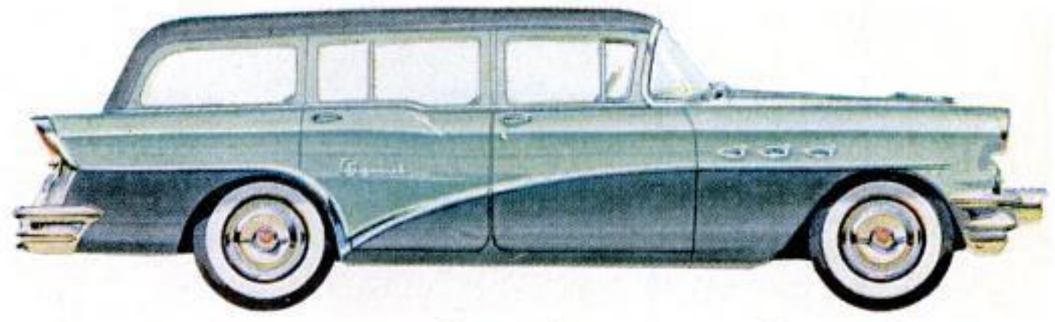
98 STARFIRE CONVERTIBLE has 240 hp, is 203.29 in. long, weighs 4,047 lbs. Six-way automatic front seats are optional in Oldsmobiles.



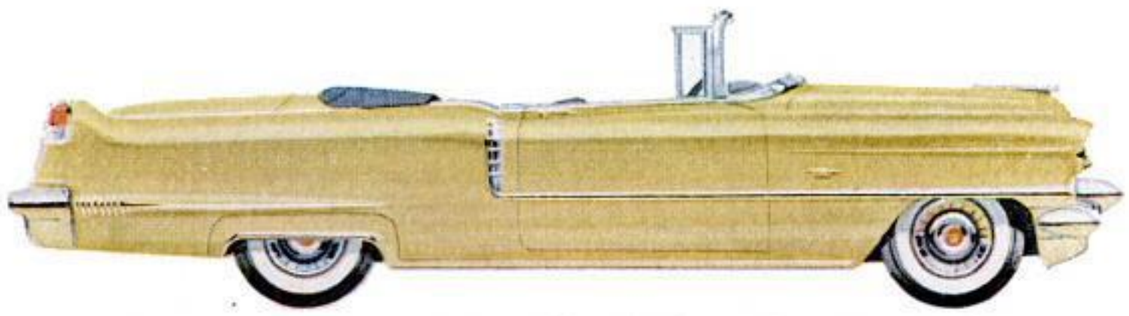
88 HOLIDAY TWO-DOOR HARDTOP weighs 3,810 lbs., has 230- or 240-hp engine and is 203.29 in. long. Oldsmobile line has 13 models.



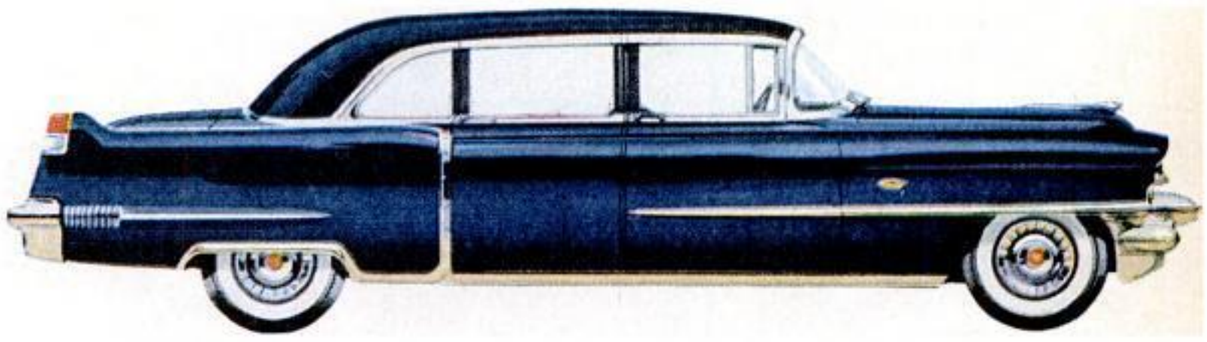
CENTURY CONVERTIBLE has 255-hp engine, weighs 4,045 lbs., is 205.1 in. long. It has interlocking door locks and optional seat belts.



SPECIAL ESTATE WAGON has 220-hp engine, weighs 3,945 lbs., is 205.1 in. long. Buick line has 18 models, choice of 15 basic colors.



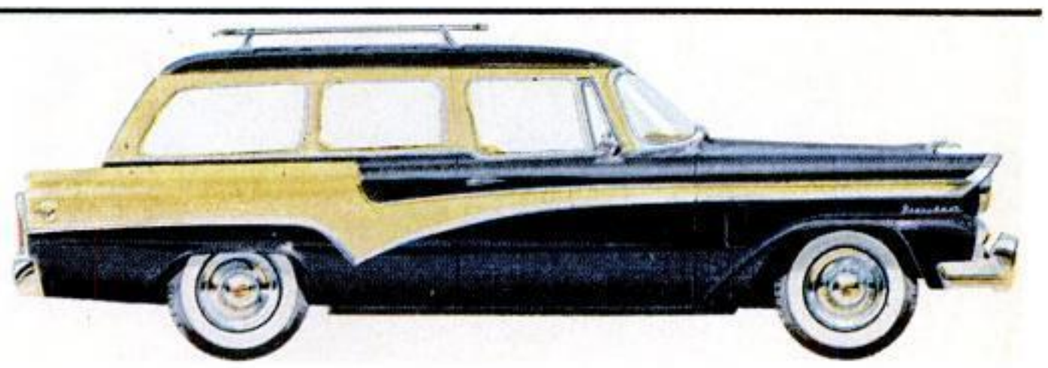
SERIES 62 CONVERTIBLE weighs 4,645 lbs. and is 221.9 in. long. For the first time this Cadillac model offers optional air-conditioning.



FLEETWOOD 75 LIMOUSINE seats eight, weighs 5,050 lbs. and is 235.7 in. long. The Cadillac line offers 23 colors in 500 combinations.

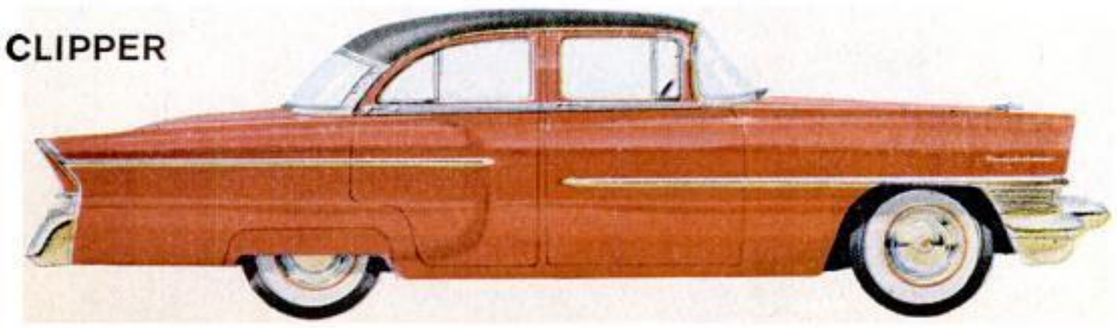


PRESIDENT CLASSIC SEDAN has V-8 210-hp engine with a four-barrel carburetor. It weighs 3,295 lbs., has over-all length of 200.8 in.

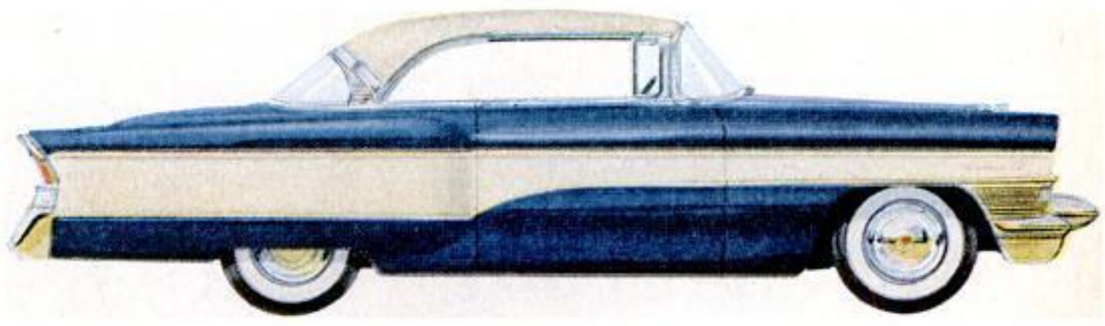


PINEHURST PRESIDENT STATION WAGON, which seats six, has 195-hp engine, weighs 3,395 lbs. and has over-all length of 200.8 in.

CLIPPER



DELUXE FOUR-DOOR SEDAN has 240-hp V-8 engine, weighs 3,955 lbs., is 219 in. long. Clipper now has Packard's torsion bar suspension.



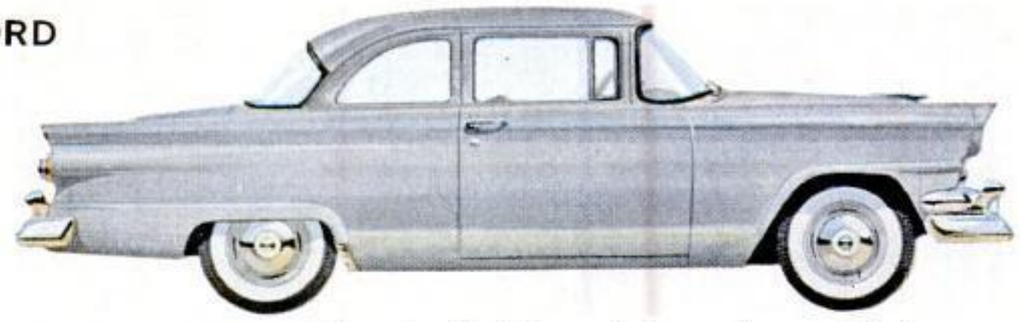
CONSTELLATION CUSTOM HARDTOP has a 270-hp V-8 engine with four-barrel carburetor. It weighs 4,070 lbs. and is 219 in. long.

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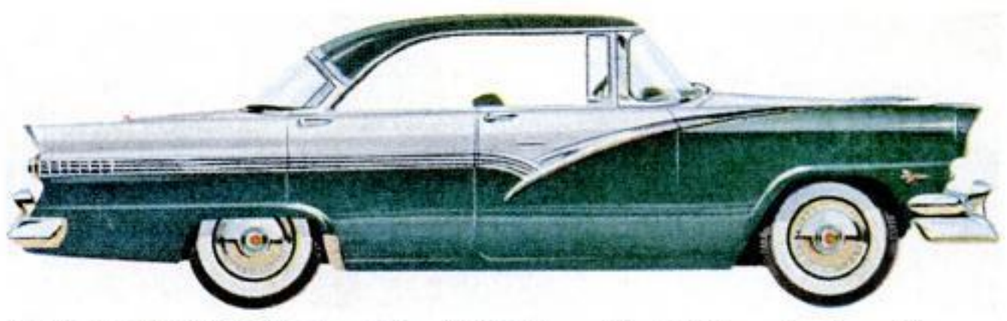
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FORD

FORD



MAINLINE TUDOR, like other Mainline and Customline models, has 137-hp six, or 173-hp or 176-hp Y-8. It weighs 3,087 lbs. with 137 hp.



FAIRLANE VICTORIA weighs 3,282 lbs. with 137-hp six. In addition to this engine, Fairlanes and Parklanes have 200- and 202-hp. Y-8s.

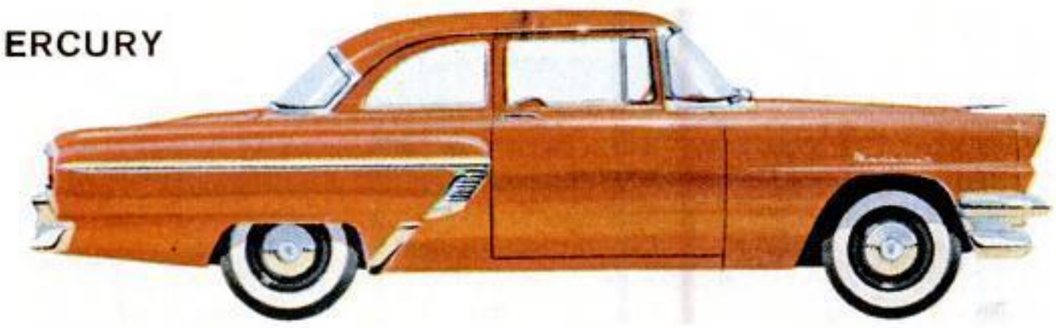


FAIRLANE SUNLINER weighs 3,312 lbs. with six. It is 198.5 in. long, same as Tudor and Victoria. Fords have optional automatic shift.

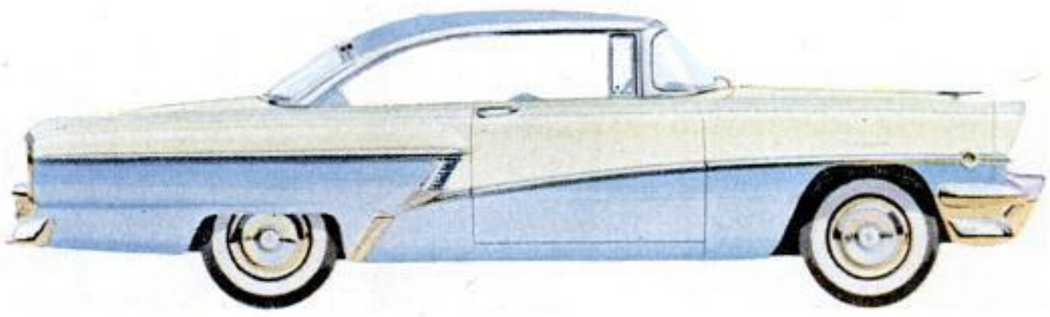


PARKLANE STATION WAGON, new this year, weighs 3,360 lbs. with six, is 197.6 in. long. All Fords have optional power steering.

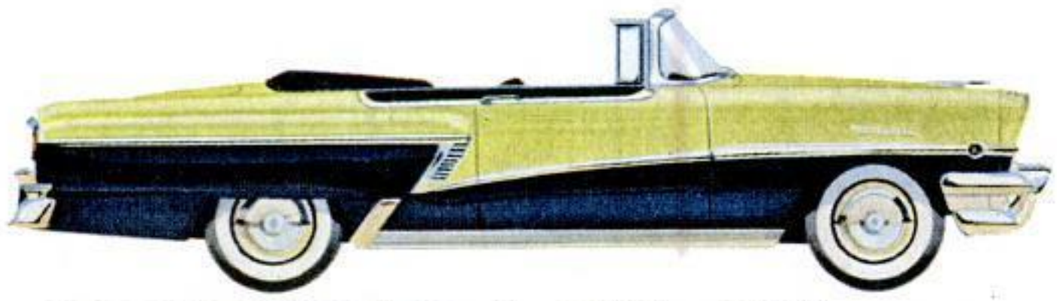
MERCURY



MEDALIST and other Customs have 210 hp with hand shift or overdrive, 215 or 225 with Merc-O-Matic. It weighs 3,430 lbs. with 210 hp.



MONTEREY HARDTOP, like all Monterey and Montclair models, has 210-hp or 225-hp engines. Its weight with the 210 hp is 3,590 lbs.

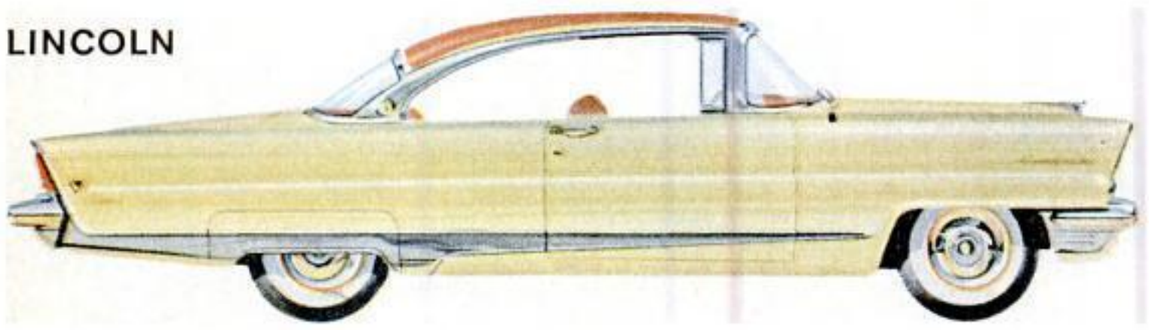


MONTCLAIR CONVERTIBLE weighs 3,805 lbs. with high-compression 225-hp engine. Line has optional push-button chassis lubrication.

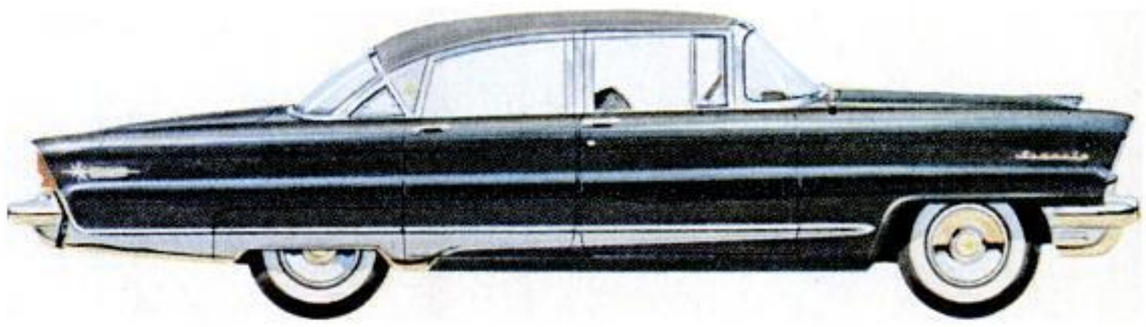


MONTEREY STATION WAGON weighs 3,885 lbs. with the 210-hp engine, is 202 in. long. Length of other models shown here is 206.4 in.

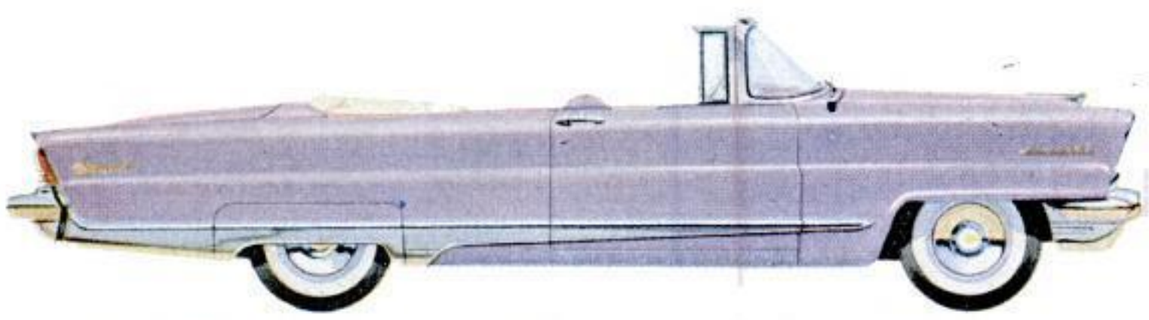
LINCOLN



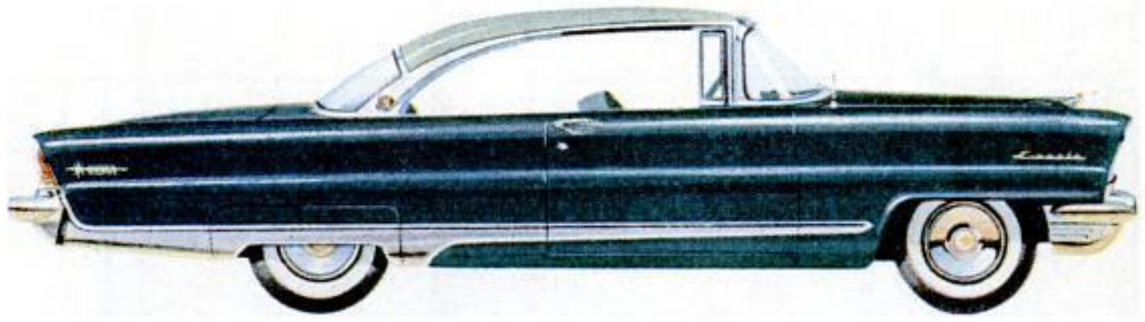
CAPRI COUPE, like the entire Lincoln line, has bigger body and chassis this year. It weighs 4,289 lbs. All Lincolns are 222.8 in. long.



PREMIERE SEDAN has power steering and power windows as standard equipment. It weighs 4,362 lbs. All models have 285-hp engines.



PREMIERE CONVERTIBLE has the same specifications as the Premiere sedan. Like entire Lincoln line it has a four-barrel carburetor.



PREMIERE COUPE, more expensive than Capri coupe, weighs 4,362 lbs. Interiors are finished in tweed and leather in 29 color combinations.

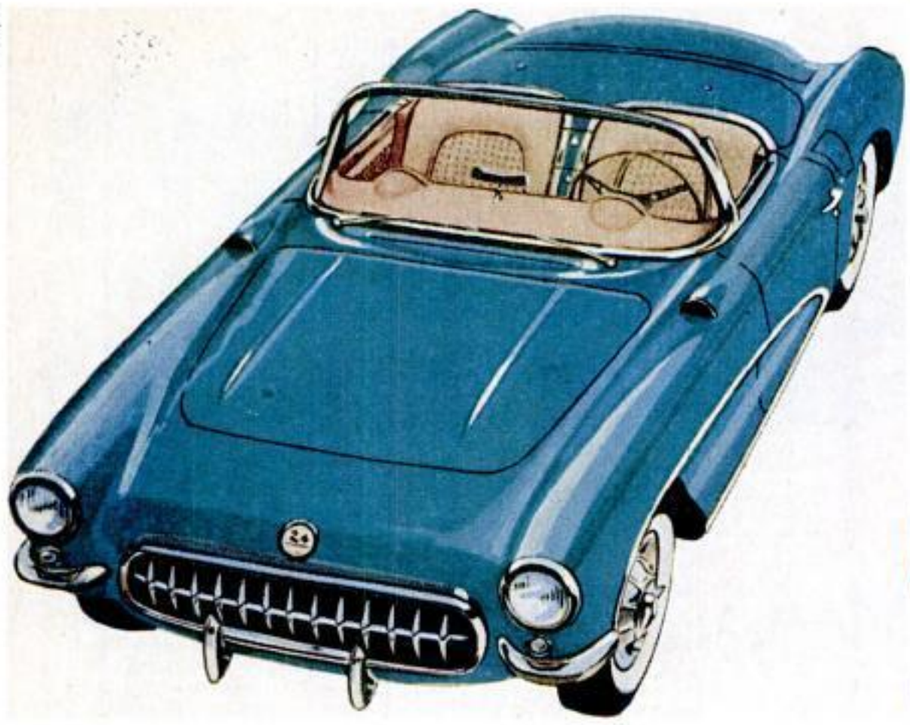
WIDER FIELD, STANDARD AND SPECIAL

A catalog of 1956 cars can create a certain amount of confusion because so many models offer so many variations in equipment. Many models are offered with either a six or an eight-cylinder engine and the eight-cylinder engines often come in three hp ratings. In every line automatic transmission is available and lower-priced cars offer optional features that once could be had only in the most expensive lines —power-operated seats, power windows and power-retracted radio antennae.

The most noticeable 1956 increase in models came in the hardtops, the sedans with no view-obstructing side posts which have proved so popular in two-door models that all companies now offer four-door hardtops.

The most significant 1956 innovations are the new safety devices. These include latches

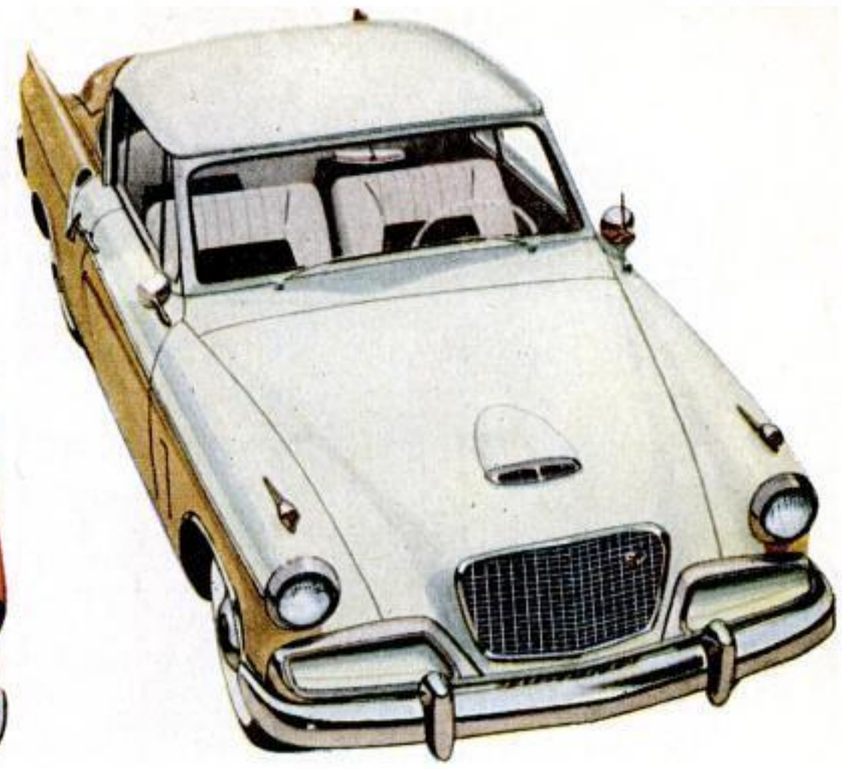
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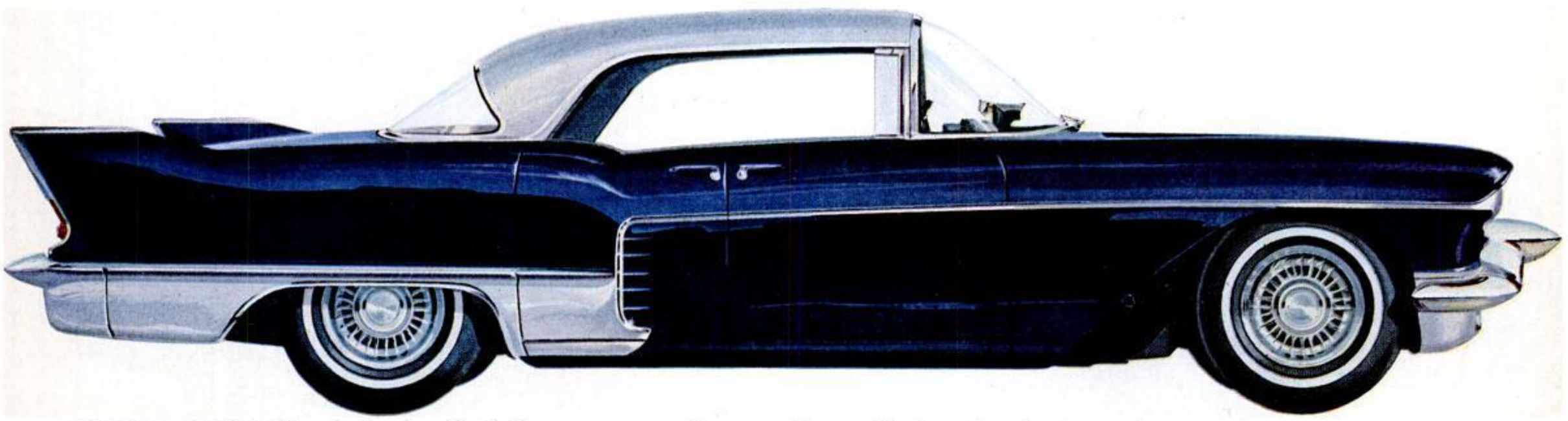
CHEVROLET CORVETTE has 225-hp glass-plastic body, weighs about 2,700 lbs., is 169.38 in. long.



FORD THUNDERBIRD has 225 hp with automatic transmission, weighs 3,175 lbs., is 185 in. long.



STUDEBAKER GOLDEN HAWK has 275 hp. It seats five, weighs 3,360 lbs. and is 204 in. long.



ELDORADO BROUGHAM, to be introduced by Cadillac next summer, will seat five, have top of hand-brushed stainless steel. The six-way power front seat will lower and back up when door is opened, return to driving position when door is closed. Horsepower will be over 325, weight about 4,500 lbs., length 218.4 in.



CONTINENTAL MARK II is Ford's prestige car. It has estimated 285 hp, is 216.4 in. long, weighs 4,825 lbs. Finishing includes hand-rubbed body lacquer, large range of interior fabric and leather choices. Each of the estimated 4,000 to be manufactured will be shipped in a fleece-lined plastic and canvas cover.

that reduce the likelihood of doors flying open in crashes, padding on instrument panels and visors, and seat belts. Ford also has as standard equipment a "deep dish" steering wheel with spokes that bend under impact and shield the driver's chest from contact with the recessed steering post.

Mass-produced standard cars account for more than 99.5% of U.S. production, but the number of limited-production special cars is increasing. Among sports-type cars (*above*) there is a newcomer, Studebaker's Golden Hawk, with a racing-car-type nose and an automatic shift with dual range for fast and slow starts. Chevrolet's redesigned Corvette has a power-operated fabric top, plus, as optional equipment, a removable hardtop. The Thunderbird of Ford comes both as convertible and hardtop.

In ultraluxurious lines there is the new Continental Mark II which sells in the $10,000 range and is the most expensive U.S.-made car. Cadillac's Eldorado Brougham, which the company plans to introduce next summer, will sell in the same range. Also in the luxury line is Chrysler's new 300-B which has a 335-hp V-8 engine, the highest horsepower rating in the industry, and sells for about $5,500.

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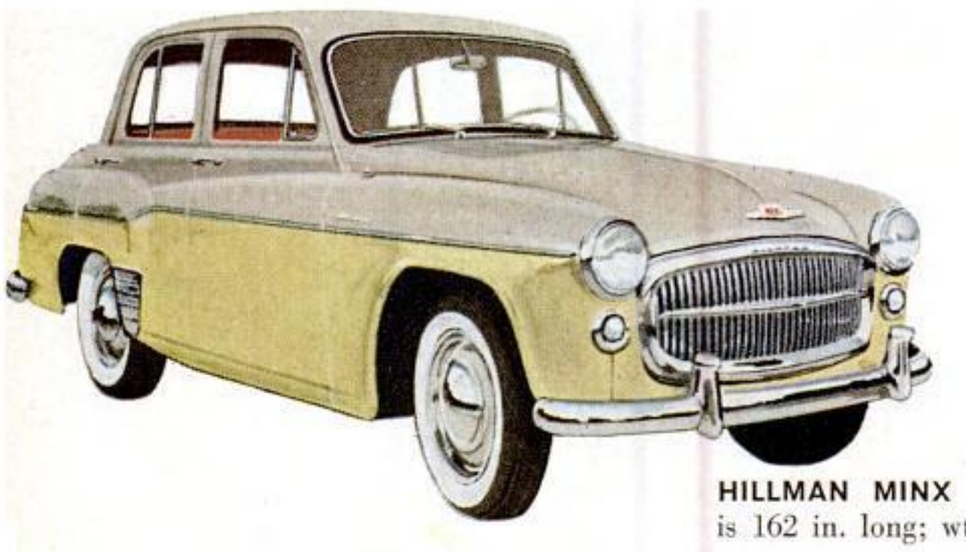
AUSTIN HEALY 100: 90 hp; 151½ in. long; weight: 2,176 lbs.



MGA: 68-hp engine; length is 156 in. Its weight is 1,988 lbs.

NEWEST IMPORTED ENTRIES

The U.S. market of foreign cars is dominated by the British and German lines shown on this page. Imported cars now account for barely one half of one percent of total automobile sales in this country, but the new foreign models reflect a determined effort to expand the U.S. market. The most conspicuous restyling among imported cars appears in the new MG sports car, which has departed from its classical boxlike shape for the first time since 1936. The best-selling foreign car is West Germany's Volkswagen, whose manufacturer has purchased an assembly plant in New Jersey to keep up with the demand.



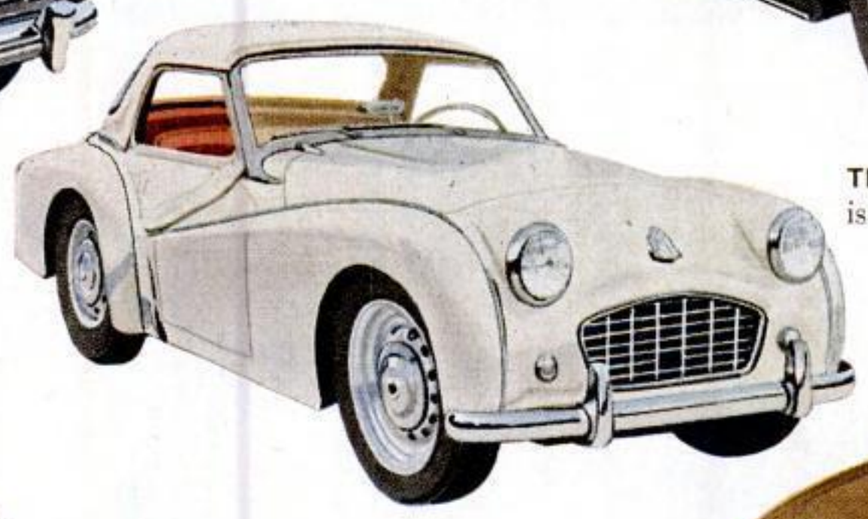
HILLMAN MINX has 47 hp; is 162 in. long; wt.: 2,170 lbs.

AUSTIN A50: 50 hp; length is 162¼ inches; weight is 2,240 lbs.





ROLLS ROYCE has six cylinders, wt.: 4,242; length: 204.75.

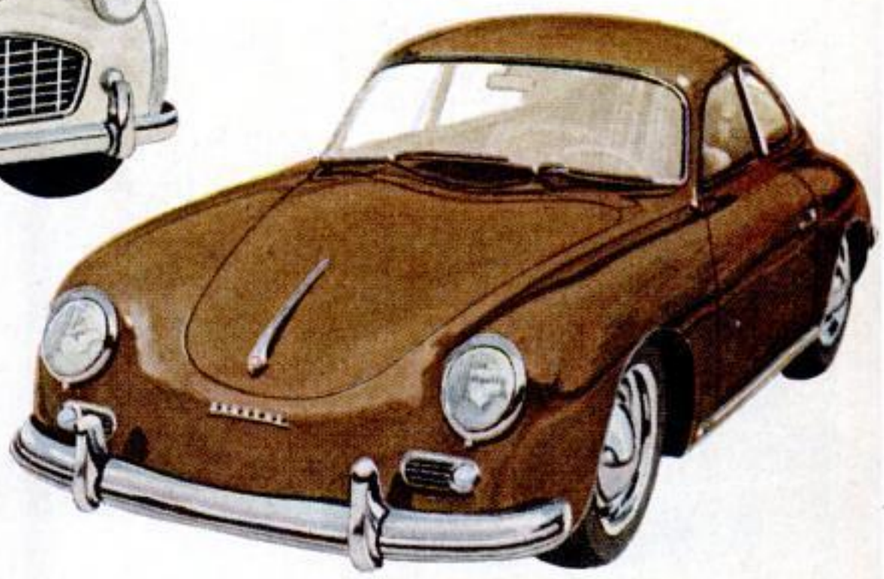


TR-3 has 100-hp engine. Length is 151 in.; weight is 2,023½ lbs.



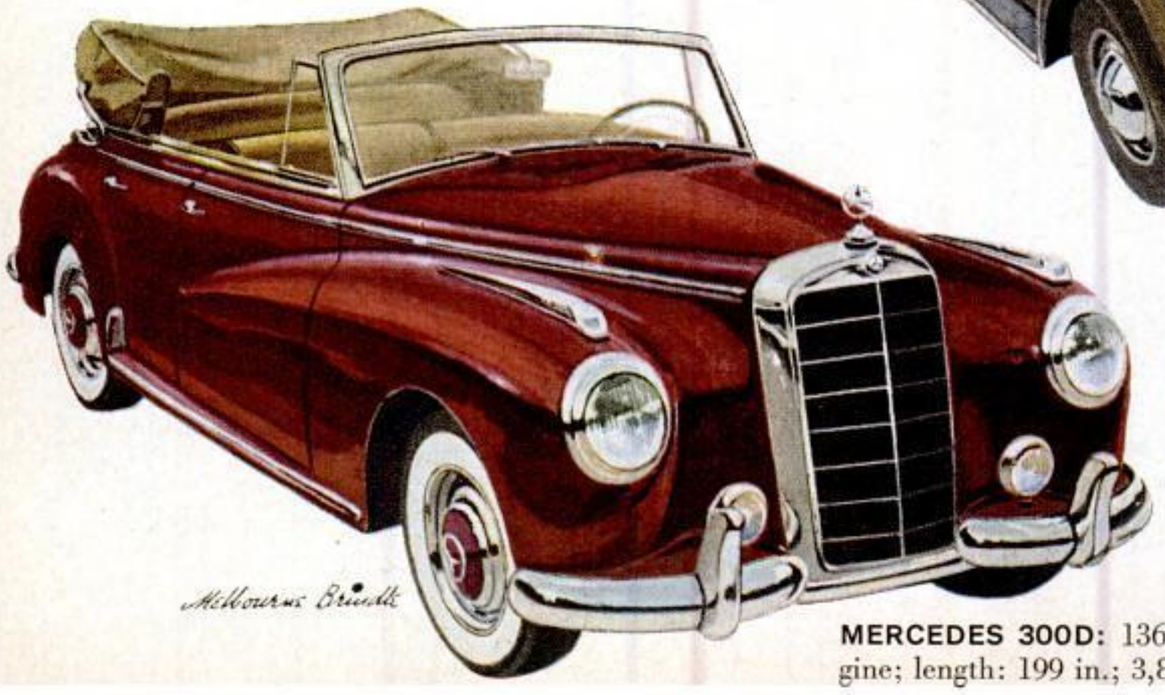
FORD ZEPHYR SIX has 68 hp; 171.8 in. long; weighs 2,542 lbs.





PORSCHE 356A: 70, 88 or 115 hp; length: 155½ in.; 1,800 lbs.

VOLKSWAGEN SUNROOF: 36 hp; 160.2 inches long; 1,609 lbs.



MERCEDES 300D: 136-hp engine; length: 199 in.; 3,800 lbs.



JAGUAR XK-140: 190-or 210-hp engine; 176 in. long; 2,968 lbs.

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NEW GAINES OFFERS A COMBINATION OF NOURISHMENT AND FLAVOR UNMATCHED BY ANY OTHER CANNED DOG FOOD!

Now from Gaines—world leader in dog nutrition—comes a totally *new* concept in the science of dog feeding! It's the first canned food to take advantage of the amazing nutritional discovery, DL-Methionine, to make *more of the vital protein* available to your dog . . . protein that would normally be wasted. It's a fact: no other canned dog food on the market—no other food you can buy—offers your dog the same nourishment as new Gaines—with its precise combination of rich meat nutrients, vitamins, minerals and DL-Methionine! And for tail-wagging taste appeal, dogs prefer Gaines *by instinct!*





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NOURISHES EVERY INCH OF YOUR DOG!

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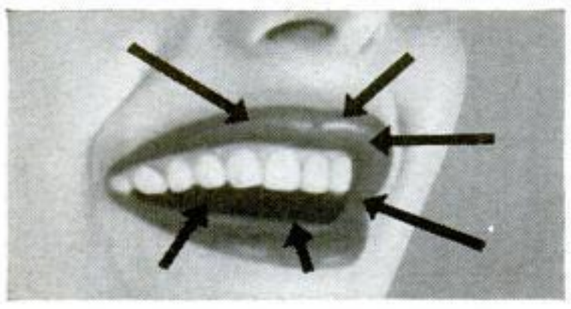
What's New in Colgate Dental Cream that's MISSING-MISSING-MISSING in every other leading toothpaste?



It's GARDOL—To Give Up To 7 Times Longer Protection Against Tooth Decay ...With Just One Brushing!

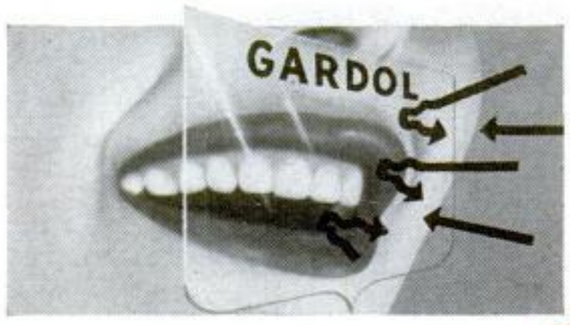
GARDOL Makes This Amazing Difference!

MINUTES AFTER BRUSHING WITH ANY TOOTHPASTE



DECAY-CAUSING BACTERIA RETURN TO ATTACK YOUR TEETH!

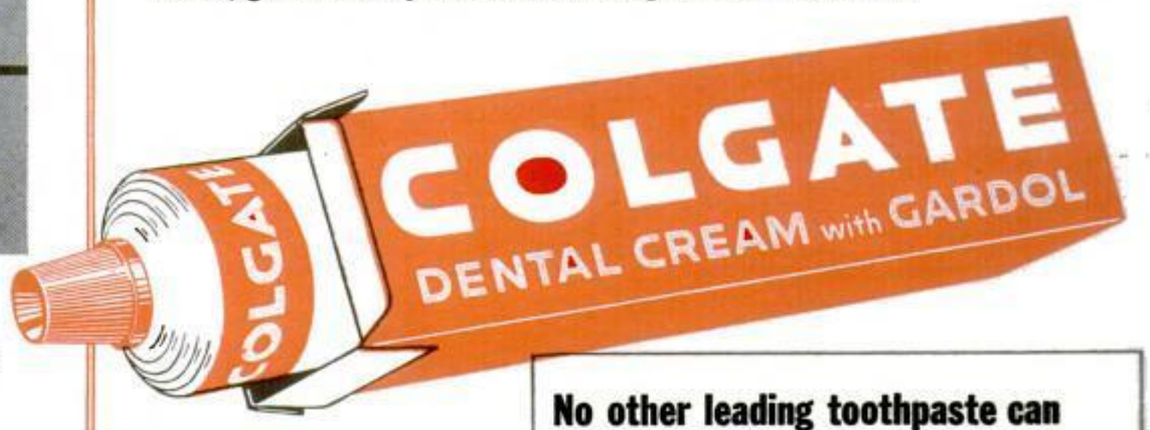
12 HOURS AFTER ONE COLGATE BRUSHING GARDOL IS



STILL FIGHTING THE BACTERIA THAT CAUSE DECAY!

Any toothpaste can destroy decay- and odor-causing bacteria. But new bacteria come back in minutes, to form acids that cause decay. Colgate's, unlike any other leading toothpaste,* *keeps on* fighting tooth decay 12 hours or more!

Thus, morning brushings with Colgate's help protect all day; evening brushings all night. Because the Gardol in Colgate's forms an invisible, protective shield around your teeth that lasts for 12 hours *with just one brushing*. Ask your dentist how often you should brush your teeth. Encourage your children to brush after meals. And *at all times*, get Gardol protection in Colgate Dental Cream!

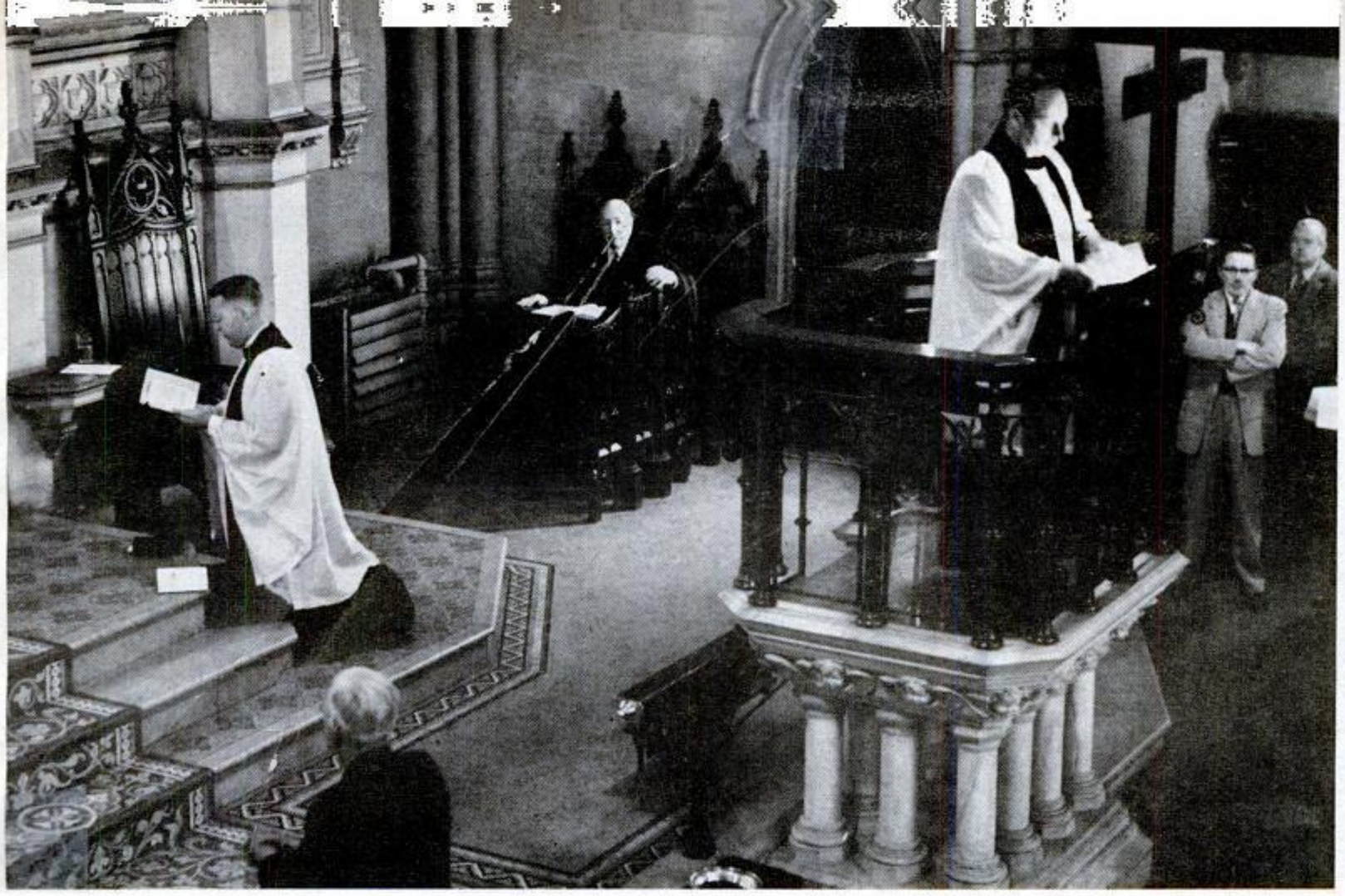


No other leading toothpaste can give the 12-hour protection against tooth decay you get with Colgate's with just one brushing!

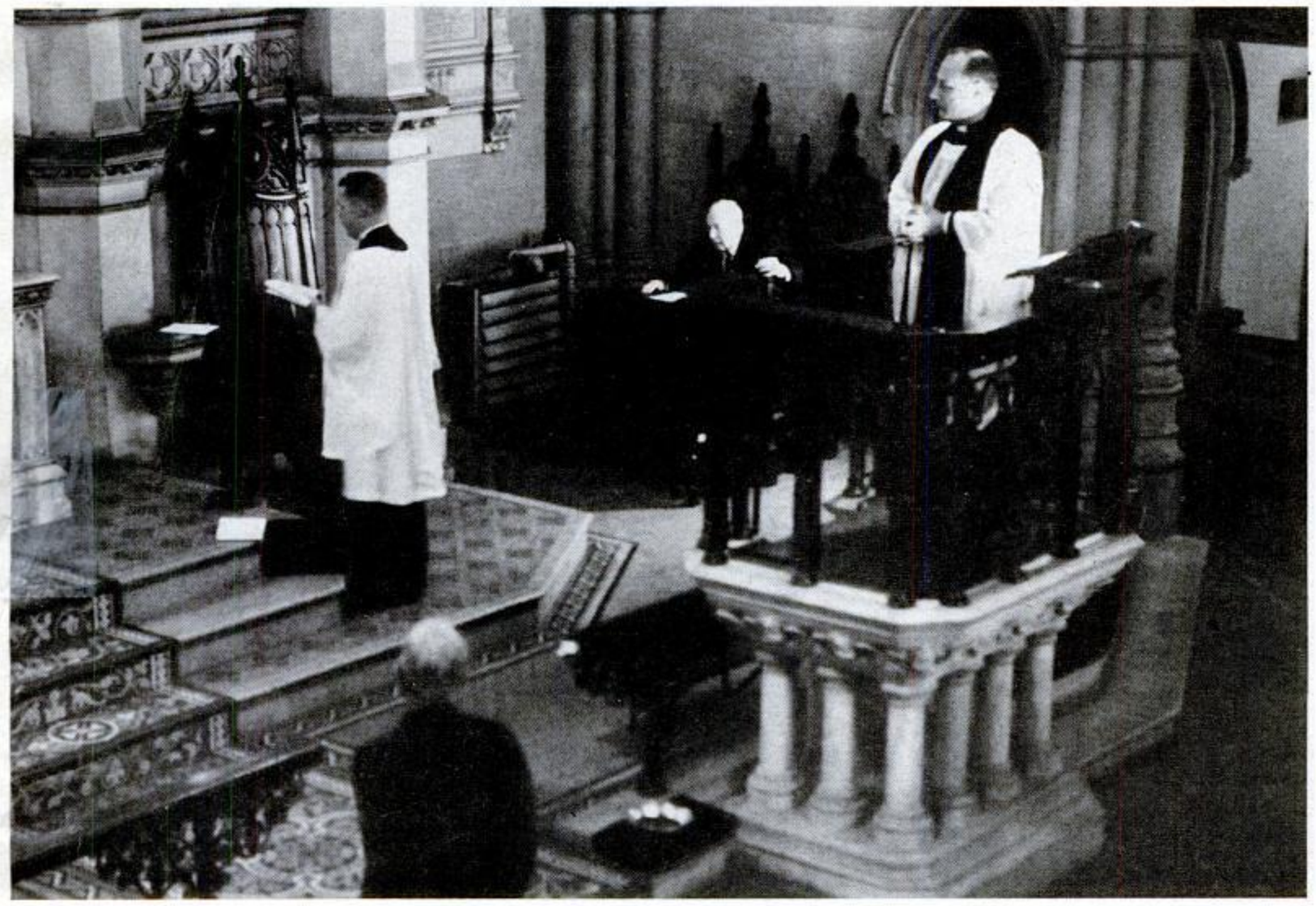
*THE TOP THREE BRANDS AFTER COLGATE'S.

Cleans Your Breath While It Guards Your Teeth

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THE REVEREND MR. MELISH (LEFT) LEADS IN PRAYER AS FATHER (CENTER) AND THE REVEREND MR. THOMAS FOLLOW



TURNING, MR. THOMAS REBUKES RIVAL RECTOR WHO CALMLY PREPARES TO LEAD RESPONSIVE READING OF A PSALM

'MR. MELISH, YOU ARE OUT OF ORDER'

Amid an unchurchlike babble and confusion two competing rectors sought to conduct Sunday services at the Protestant Episcopal Church of the Holy Trinity in Brooklyn. One, the Reverend William H. Melish, had five days earlier been dismissed from his post as assistant rector. The other, the Reverend Robert K. Thomas, had been chosen by the bishop of the diocese to preach in Mr. Melish's place.

When Mr. Thomas tried to lead the service from the pulpit, Mr. Melish from the altar led the congregation in prayers. Turning, Mr. Thomas intoned, "Mr. Melish, you are out of order" and called for Psalm 118. Mr. Melish called for Psalm 28. In despair at the hubbub of both psalms being recited simultaneously, Mr. Thomas strode from the church.

The trouble at Holy Trinity involves Mr. Melish and his father, the Reverend John H. Melish, for many years rector of the church. In 1949 the younger Melish was accused of left-wing activities and the bishop asked the elder Melish to discharge his son. When the father refused he himself was dismissed. In the divided congregation the younger Melish kept his post as his case went through the courts. After the vestrymen voted to dismiss him this month they changed the church locks to keep him out. But his friends broke the locks to let him in. Mr. Melish says his discharge was illegal, while the vestrymen talk of an injunction to bar him from the church.

CONTINUED



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I DID!

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Gloria Marlowe, the brilliant young actress featured in the Broadway success "A View From The Bridge"

"MAKING BEDS IS AN OLD-HAT HABIT"*

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"They're terrific time and energy savers. And when you're in a play, and commuting eighty miles a day, you *need* all the short cuts and rest you can get. That's why I even have breakfast in bed when I can!"

ONLY PACIFIC CONTOUR SHEETS REALLY DO THE JOB—because *only* Pacific Contour® Sheets are made in sizes to fit snug on *all* mattresses, including foam and extra firm types.

- Unlike some "fitted" sheets, all Pacific Contour Sheets are Sanforized® to *keep* their fit
- Only Pacific Contour Top Sheets have the unique Kick-fold . . . six full inches of toe room
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'Mr. Melish' CONTINUED



ENTERING CHURCH to conduct the early 8:30 service, Mr. Thomas does not notice Mr. Melish and lay reader Francis Touchet (*left, rear*) already there. They both led the sparsely attended service and there was no disturbance.



LEAVING CHURCH during 11 a.m. service, Mr. Thomas is accompanied by a vestryman. "I refuse to make a mockery of this church and of religion," he said. Some 40 of 400 present followed Mr. Thomas outside, the rest remained.

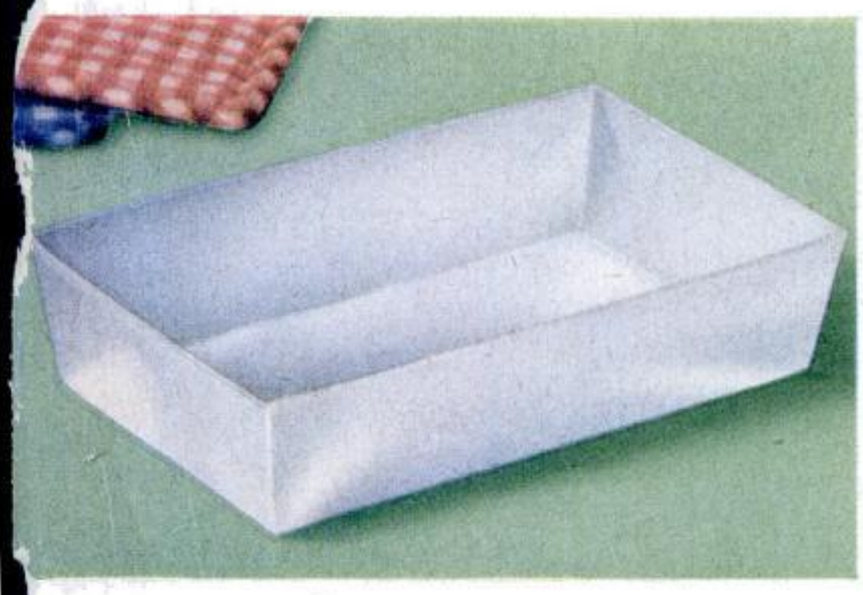


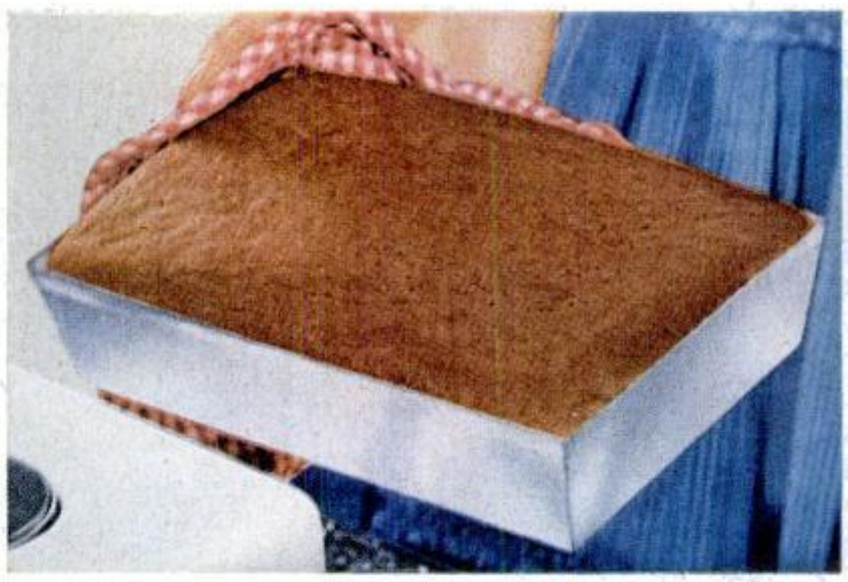
TWO MELISHES discuss sermon. Father became rector of Holy Trinity in 1904. Son was in various Communist-front organizations and has marched in May Day parades but has given sworn testimony he never was a Communist.

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NEW! Pillsbury Kit* Cake

(THE LITTLE CAKE WITH A BIG IDEA)

Six servings of your favorite flavor with your favorite frosting.

The one-day cake that never gets left over!



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This is about the most cake fun anyone could ask for and it's ready and waiting for you at your grocer's. The new Pillsbury Kit Cake* Brand complete baking set.

3 favorite cake and frosting combinations:

White, Chocolate Fudge or Golden Yellow Cake with Creamy Fudge Frosting

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Makes a cake just this big!

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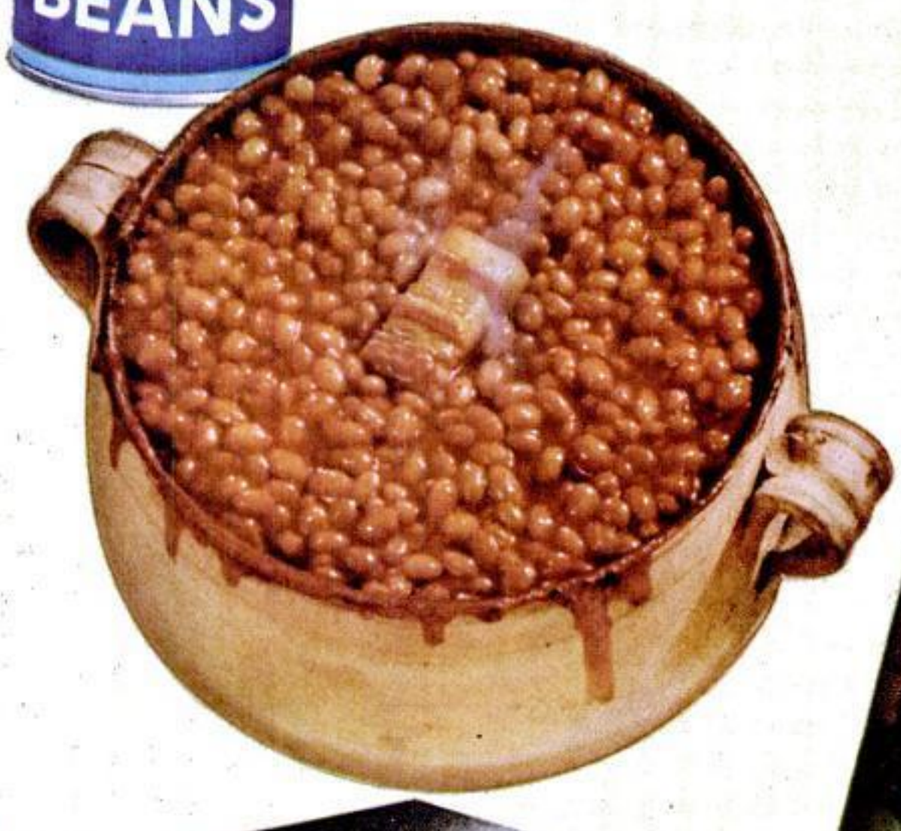
features

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● **And don't forget** those old reliable flavor-rousers—thick, thrifty Heinz Ketchup, Chili Sauce and 21 favorite Heinz Pickles and Relishes. For the very young, grocers offer over 70 kinds of tempting, wholesome Heinz Baby Foods. See how easily, *economically* Heinz 57 Varieties make even simple meals star productions.

Watch Heinz TV Shows Every Week—

"STUDIO 57"—a half hour of fine dramatic entertainment featuring favorite Hollywood stars.

"CAPTAIN GALLANT OF THE FOREIGN LEGION"—a thrilling adventure series starring Buster Crabbe and his son, Cuffy.

57

HEINZ SPAGHETTI AND MACARONI





HEINZ HAMBURGER AND HOT DOG RELISHES







THE TRUMAN MEMOIRS: PART II

FOOLING THE '48 FORECASTERS

Truman explains how, despite what he calls the 'kept press and paid radio,' he rallied his 'dejected' and split party to win presidency in his own right

by HARRY S. TRUMAN

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IF I had heeded the desire of my family, I would have made plans to leave the White House at the end of my first term. I took no steps and made no moves at any time to discourage anyone from seeking nomination to succeed me. From a personal standpoint I had no desire, just as I had none in 1944, to undertake a national political campaign merely for the sake of gratifying private ambitions. I had already been President of the United States for more than three and a half years.

The compelling motive in my decision to run in 1948 was the same as it had been in 1944. There was still "unfinished business" confronting the most successful 15 years of Democratic administration in the history of the country. The hard-earned reforms of the years since 1933 which insured a better life for more people in every walk of American life were taking permanent root in the 1940s. These benefits were still vulnerable to political attack by reactionaries and could be lost if not safeguarded by a vigilant Democratic administration.

I have been asked how I could have a part in a campaign for a fourth term for Franklin D. Roosevelt in 1944 against my conviction that no President should serve more than two terms. The answer is simple—I knew what would have happened in 1944 if Roosevelt and his ideals were not allowed to continue through those extremely critical times.

Again in 1948 there was no doubt as to the course I had to take.

I felt that the years I spent serving out the term of Roosevelt prepared me to carry out our proposed program of domestic development and foreign security. I also felt, without undue ego, that this was no time for a new and inexperienced hand to take over the government and risk the interruption of our domestic program and put a dangerous strain on our delicately balanced foreign policy.

It seemed to me that the only possible argument the opposition could advance in asking the voters to turn the Executive Department over to them in 1948 was a desire for a change after 15 years of control of the government by the Democrats. But the voters' action in 1946 had put a Republican Congress in legislative control, and in my coming campaign to persuade the voters that the time for a change had not yet come, it was obvious that the 80th Congress would stick out like a sore thumb. It was my Exhibit A.

The Republican 80th Congress, in control of national legislation for the first time in 14 years, had managed to reverse the sound Democratic policies of collective bargaining, social security, rent controls, price controls and other instruments of government designed to insure equality of privilege for the great majority of people. Instead the Congress had ignored the repeated recommendations of the President and had yielded to the pressures and lobbies of special privilege in housing, in prices, in taxes, in agriculture, in labor and industrial relations, in foreign trade and in virtually every other major field of national and international policy. The 80th Congress, in short, had shown that the Republican party had always been, and continued to be, the party of special privilege. That is why I made it clear in every one of my campaign speeches that in reality there was just one issue for the people to vote on—the choice between special interests and the public welfare.

I was sure that the American people would agree with me if they had all the facts. I knew, however, that the Republican-controlled press and radio would be against me. The figures showed that approximately 90% of the press and radio opposed me and supported the other candidates. This was to be expected, as most were owned, operated or subsidized by the same private interests that always benefited from Republican economic policies. Even the segments of the press and radio which were not directly controlled by anti-Administration interests depended to a great extent upon the advertising revenue which came from the wealthy, and often selfish, private groups. The power companies, for instance, purchased millions of dollars' worth of newspaper and magazine space in which to attack the public utility program of the federal government. Other lobbies and pressure groups, like the National Association of Manufacturers and the United States Chamber of Commerce, were constant contributors to press and radio in the guise of advertisers and sponsors.



PROPHECY based on polls was a constant 1948 cartoon subject.

My chief objection was not to the space and time which were purchased by the Republicans because the same were for sale to the Democrats. I did resent, however, the commonplace practice of distorted editorials and slanted headlines in the press and of outright misrepresentation in the daily offerings of the columnists and commentators. The worst offense of all was the editing and distorting of the facts in the news.

If the facts were presented in the news columns of the press and in the newscasts over the air, I was satisfied and paid no attention to expressions of opinion or character assassinations by certain columnists and commentators. But the danger which I saw was the confusion of fact with mere speculation, by which readers and listeners were undoubtedly misguided and intentionally deceived. The attempts of the gossip and scandal columnists and commentators

← TRUMAN SPEAKS "PLAINLY AND BLUNTLY" TO AN OKLAHOMA CROWD IN THE FINAL CAMPAIGN DRIVE THAT LED TO VICTORY

CONTINUED

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were usually obvious and therefore of no consequence, but when the serious analysts and "ivory tower" critics strayed from the facts—as they frequently did—the public was in danger of being misled by those in whom it had placed some degree of credence and confidence. It is common knowledge that the mere fact that a statement appears in print makes it credible to many people.

It was my conviction that the major media of communication had failed in their responsibility to present facts as facts and opinion as opinion. It seemed to me that many owners, publishers and columnists of the press and radio were deliberately irresponsible during a time of extreme importance to the people of the United States and that they were not living up to the responsibilities attached to the constitutional privileges of freedom of the press and freedom of speech. As far as I was concerned, they had sold out to the special interests, and that is why I referred to them in my campaign speeches as the "kept press and paid radio."

Too many candidates have lived in fear of the press and radio and have courted their goodwill as if the outcome of the election depended upon it. But I had learned the error of this idea in my own political life. Any good politician with nerve *and a program that is right* can win in the face of the stiffest opposition.

I was not brought up to run away from a fight when the fight is for what is right. Supposedly scientific predictions that I could not win did not worry me one bit.

Public opinion polls had reached their peak as an American institution during the summer of 1948. Several of these, such as those conducted by George Gallup and Elmo Roper, had established reputations for accuracy that were quite impressive, and many politicians, newspapermen, businessmen and labor leaders began to look to these surveys as a guide to their actions.

Almost unanimously, the polls taken before the 1948 Democratic convention showed my popularity with the American people to have hit an all-time low. This was a condition which resulted from the efforts made by the American press to misrepresent me and to make my program, policies and staff appear in the worst light possible. The charts indicated that I had gone from an approval of somewhere around 70% of the total population immediately after I had succeeded to the presidency to the neighborhood of 36% in the spring of 1948.

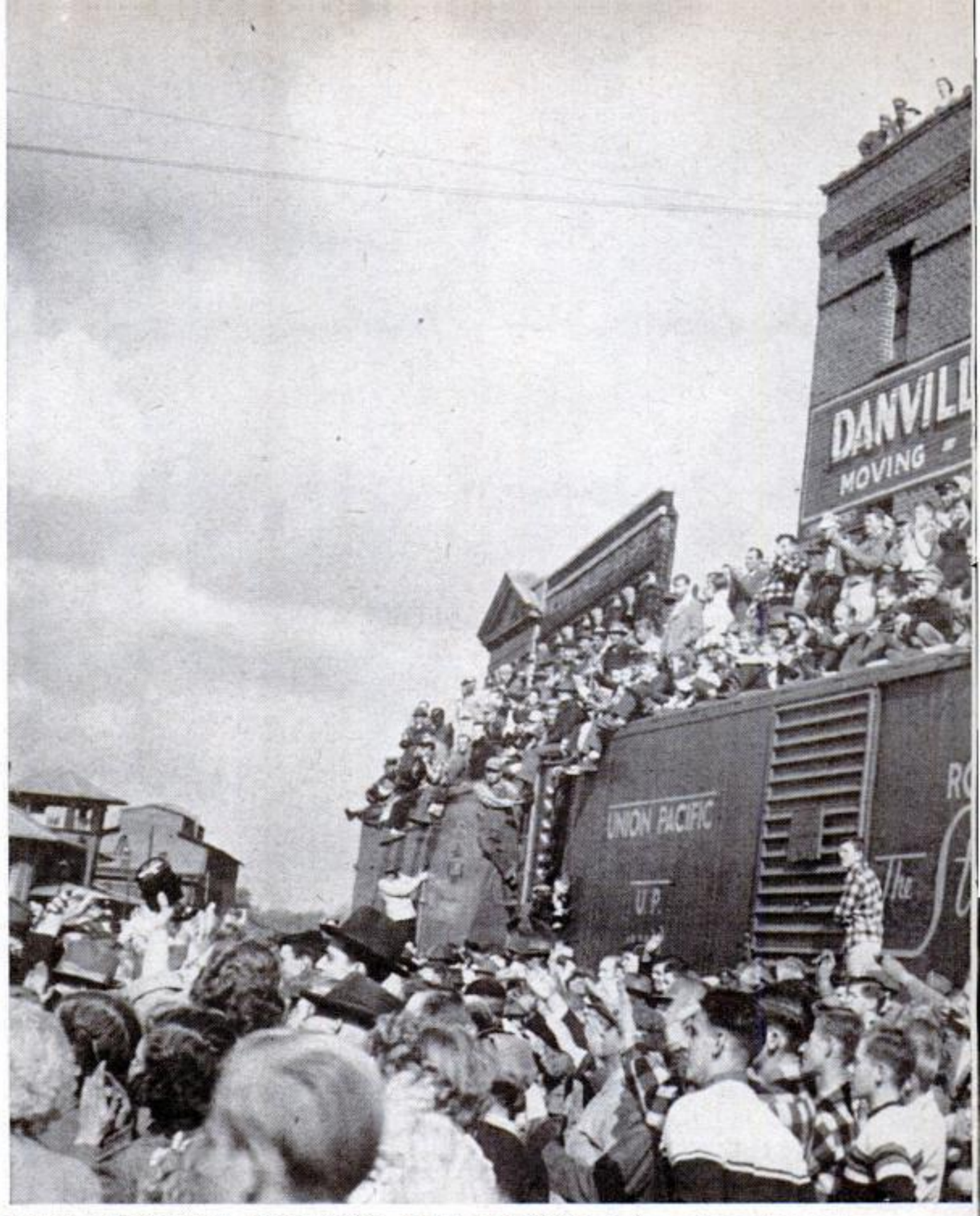
'Effort to drug the populace'

ALTHOUGH the polls did not bother me personally, I was aware that some of the Democratic leaders were discouraged by the dismal picture being painted by the forecasters. I knew that I had to do something about this concerted effort of the pollsters and the Republican-controlled press to drug the populace with their statistics and propaganda. Even some of my closest friends and advisers were counseling me to change my mind about going after the nomination in July.

Early in May I had an idea—perhaps the only one that the critics admitted was entirely my own. In order to circumvent the gloom and pessimism being spread by the polls and by false propaganda in the press, I decided that I would go directly to the people in all parts of the country with a personal message from the President. It would mean riding thousands of miles by train and making talks at all hours at stops along the way where crowds could be assembled to hear the facts. But it was the only alternative.

Two Presidents before me had undertaken tours similar to the one I planned. Andrew Johnson had "swung around the circle" between Chicago and Washington seeking support for his reconstruction plan, which was violently opposed by the Congress. He was treated unmercifully by the radicals and by the partisan press of that day and ended his tour discouraged and defeated. Woodrow Wilson's trip across the country to plead the cause of the League of Nations in 1919 was another experience which ended in misfortune. When his health broke he was unable to continue his appearances, and the train which took him back to Washington was virtually a funeral train.

Like the tours of Johnson and Wilson, the one which I planned in June 1948 was to inform the people what the President and his Administration were doing in the face of the false reports that were being disseminated. I traveled all the way to the West Coast

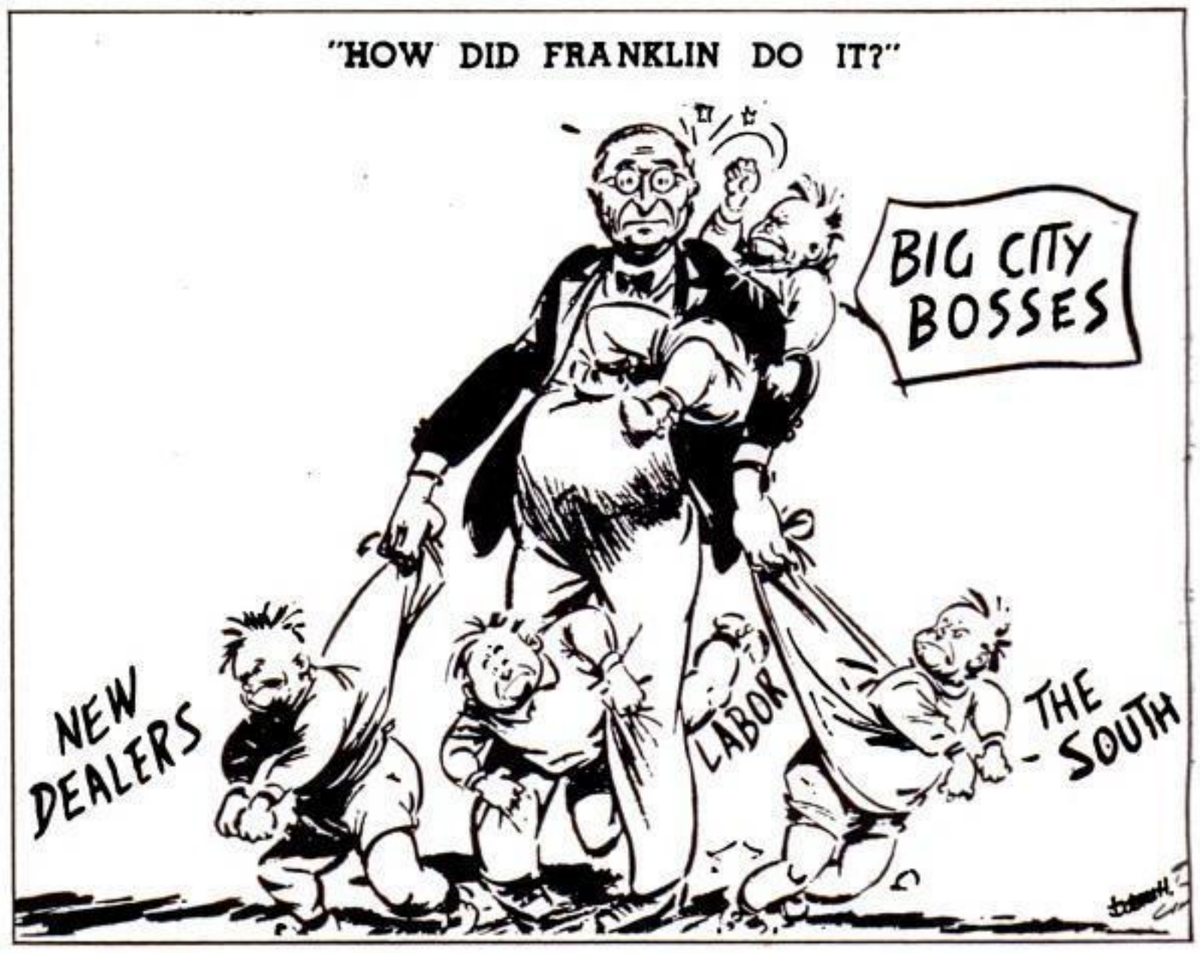


LIKE ANDREW JOHNSON AND WILSON before him, Truman decided to "go to the people" to let them hear his case. As President he

and back. I found renewed encouragement and confidence in the response that came from the crowds which gathered at all the train stops on this first tour.

I tried a method of speaking which I had not used before, except on informal occasions. Of the 76 speeches which I made on this tour, 71 were "off the cuff."

My first formal experience at extemporaneous speaking had come just a few weeks before I opened the whistle-stop tour in June. After reading an address to the American Society of Newspaper Editors in April, I decided to talk "off the cuff" on American relations with Russia. When I finished my remarks about 30 minutes later, I was surprised to get the most enthusiastic applause that I had ever received from a group made up mainly of Republicans.



CARTOONISTS GIBED AT TRUMAN AS A FATHER HARASSED BY PARTY

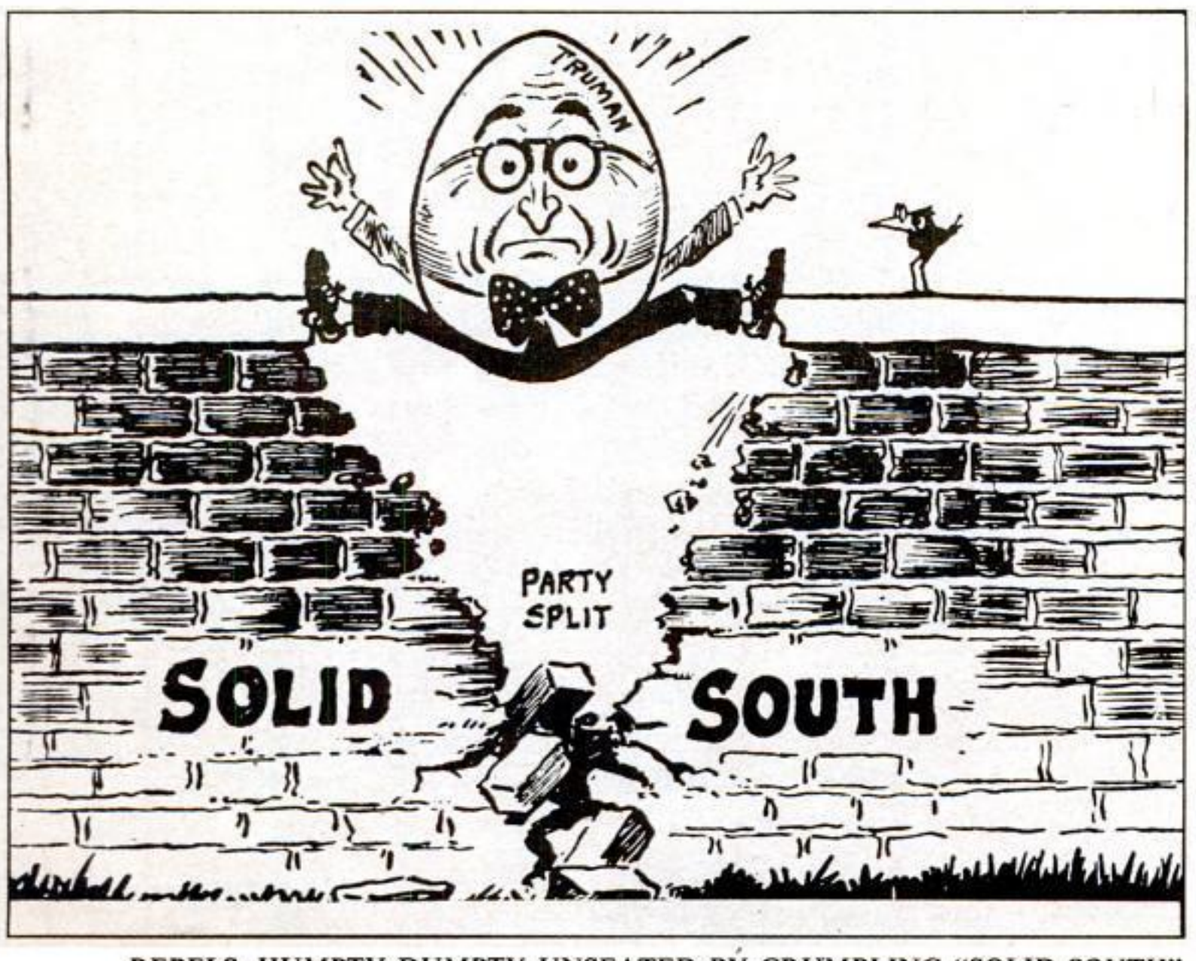
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made extensive tour of country before convention, continued as candidate, addressing enthusiastic overflow crowds like this one at Danville, Ill.

On May 14 I again tried my hand at speaking without a manuscript when I made a speech to a rally of the Young Democrats in Washington. A New York newspaper called the speech a "fighting one in the new Truman manner." I decided that if speaking without a prepared copy or getting away from reading a prepared text was more effective in getting my ideas and feelings across, I would use that method on the trainside talks which I planned to make in the future.

ONE aspect of the situation in 1948 which dismayed most of my supporters and advisers was the threat of a split within the Democratic party over civil rights. The defection by some of the Southern states was something which I had anticipated, however,



REBELS, HUMPTY DUMPTY UNSEATED BY CRUMBLING "SOLID SOUTH"

since I first took a stand as President on this greatly misunderstood and misrepresented subject.

The beginning of this splinter opposition dated all the way back to Dec. 5, 1946 when I had appointed a committee to investigate and report on the status of civil rights in America. I took this action because of the repeated antiminority incidents immediately after the war.

I asked for specific civil rights legislation in my message to the Congress on Feb. 2, 1948. And later I incorporated these recommendations into the 1948 platform of the Democratic party.

The platform of a political party is a promise to the public. Unless a man can run on his party's platform—and try to carry it out if elected—he is not an honest man. To me, party platforms are contracts with the people, and I always looked upon them as agreements that had to be carried out. That is why I was perfectly willing to risk defeat in 1948 by sticking to the civil rights plank in my platform.

There were people around me, of course, who were anxious to prevent any sort of a split in the Democratic party, and efforts were made to soften the approach to the civil rights issue. I would not stand for any double talk on this vital principle.

Every Democratic platform since 1932 has stressed the devotion of our party to the constitutional ideal of civil rights. But what aroused many Southerners now was that I meant to put this pledge into practice. When the Southerners saw in 1948 that I meant to put it into effect, they bolted the party. When J. Strom Thurmond, the governor of South Carolina, who headed the revolt, made his dramatic departure from the convention floor in Philadelphia with his followers, he was asked by a reporter to clarify his position.

"President Truman is only following the platform that Roosevelt advocated," the reporter pointed out.

"I agree," Thurmond replied, "but Truman really *means* it."

I never did believe that the great mass of Southerners had the same viewpoint as the minority Dixiecrat contingent. I was raised amidst some violently prejudiced Southerners myself, and I believe the vast majority of good Southerners understand that the blind prejudices of past generations cannot continue in a free republic. Much progress in civil rights has been made voluntarily by the South itself, and it was to help and to speed this progress that my program was designed. It was because they understood this that the reasoning people of the 11 states that had once formed the Confederacy did not withdraw from the Democratic convention and join with the splinter party.

'The so-called Progressives'

THE situation which I faced in 1948 was without a comparable precedent in the history of American politics. I was confronted, not with one major defection in the Democratic party, but with two bolts of sizable proportions. In addition to the States' Rights Democrats, there were the so-called Progressives under the leadership of another Democrat, Henry Wallace.

Some honest and well-meaning agitators for peace with Russia at any price found in Wallace a spokesman for their point of view. There was, however, a sinister aspect to the Wallace movement. It provided a front for the Communists to infiltrate the political life of the nation and spread confusion. Without the conscious knowledge of many members of the new Progressive party, the Reds were working swiftly and skillfully to gain control of the nominating convention and to dominate party committees and the platform.

Wallace himself, who seemed to have been transformed into a mystic with a zeal that verged on fanaticism, was apparently unaware of the purposes to which the Communists were putting his "progressive" movement. I always felt that he was an honest man and a faithful public servant but that he simply did not understand what was happening.

My nomination for the presidency by the Democratic party in 1948 was also challenged by a third movement within the ranks. This threatened to develop during the spring into a full-fledged boom for General Dwight D. Eisenhower.

Among the chief agitators who claimed that I was not perpetuating the New Deal policies of President Roosevelt were the late

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President's sons, James and Elliott, former Cabinet members James F. Byrnes and Harold Ickes, and Senator Claude Pepper of Florida. There were many others who felt that because the press and the polls made it appear that my chances of success in the campaign were falling away to almost nothing, someone else should get the Democratic party nomination.

General Eisenhower, who was at the peak of his popularity after his brilliant military accomplishments of World War II, seemed to be the logical choice for those who sought a dark horse candidate to oppose me for the nomination. The professional liberals who were attempting to promote him as the Democratic nominee showed, however, that they were not familiar with the history and procedure of political conventions. When the President is sitting in the White House, the national convention of his party has never gone against his recommendations in the choice of a candidate or in the formation of a platform on which that convention was to operate. When I had made up my mind to run, those in the party who turned against me could do nothing to prevent it.

The boom for Eisenhower never developed in 1948 because the general resisted the efforts of those who tried to change his mind. Actually, the rumor that Eisenhower would run probably had its origin in the White House. In one of his calls on me as Chief of Staff, the general and I had a discussion of politics and military heroes. I asked him if he intended to run for President. He told me that he had no intention of running for the office and cited a letter which he had written in which he had given reasons for his decision not to run. In that letter, which had been released in January of that year, Eisenhower wrote: ". . . The necessary and wise subordination of the military to civil power will be best sustained when life-long professional soldiers abstain from seeking high political office."

Eisenhower showed me this letter, and I told him that I thought he was using good judgment. I said that I did not think he could add anything to his splendid career and that the only thing he would accomplish by getting into politics would be to detract from his reputation, just as General Grant did when he was inveigled into running. A political position, I told Eisenhower, is far different from a military one. The head of a military organization is not subject to attack by his underlings, but a President must expect attacks from every source.

I personally felt that, regardless of Eisenhower's chances as an independent in 1948, the statement which most effectively summed up that situation was the one by Minority Leader Sam Rayburn, who did not go along with the move by the professional liberals to run the general for the presidency. Rayburn put it this way: "No, won't do. Good man, but wrong business."





OPPOSITION INSIDE PARTY came from Henry Wallace, southern States' Righters. Above, Wallace, who left Democrats to head left-wing Progressives, displays a giant squash in California. Below, members of southern bloc prepare to bolt Democratic convention over civil rights.

FROM the time I returned to the White House on June 18 from my western tour to the opening day of the Democratic National Convention on July 12, I had little time to devote to active politics. For the first time, however, it was possible for the President to view the proceedings of the convention on television in the White House, and I was able to witness the major events in Philadelphia without leaving my work. I made my plans to appear at the convention on July 14 to accept the nomination in person.

There was some question as to who the vice presidential candidate would be at the 1948 Democratic National Convention. J. Howard McGrath, chairman of the National Committee, called me from Philadelphia and advised me that the key members of the convention could not decide on a candidate, though he said that most of them wanted Supreme Court Justice William O. Douglas. McGrath asked me to try to persuade Douglas to accept the nomination.

I had tried once before to interest Douglas in politics when I had asked him in February 1946 to take the place of Secretary of the Interior Ickes. Douglas said then that if I insisted he would accept but that he had decided to make the Supreme Court his career. He told me he wanted to discuss the matter with Chief Justice Harlan F. Stone. That day the Chief Justice came to see me and speaking in that gentle tone of his said, "Please quit disturbing my court." I answered just as gently, "You ought to let Bill make that decision." A week later Justice Douglas came to tell me that he had decided to remain on the Court.

As he was leaving Justice Douglas said, "Did you know that you were my candidate to replace Wallace as Vice President on the ticket with Roosevelt in 1944?" "Did you know who my candidate was?" I asked him. Douglas answered, "Yes, it was Jimmy Byrnes. I think my judgment on that was better than yours."

After the message from McGrath, requesting me to name a candidate for Vice President, I put through a telephone call to Justice Douglas at a camp 16 miles from Lostine, Ore., where he was vacationing. I told Douglas I wanted him on the ticket with me as Vice President. The telephone connection was bad and all I could make out clearly was that he wanted to talk it over with his family and friends and that he would telephone me from Portland, Ore. the next day. The following day, which was a Saturday, Douglas telephoned. We talked for about 10 minutes and Douglas asked if he could not give his final answer on Monday. Douglas said, "I would like to do it, though I had made up my mind, as I said two years ago, to remain on the Supreme Court." I told him I would wait until Monday. On Monday Douglas called me and said, "I am very sorry, but I have decided not to get into politics. I do not think I should use the Court as a stepping stone." I replied, "I am disappointed. That's too bad."

At about the time I received Douglas' refusal to run on the ticket, the Senate Minority Leader, Senator Barkley, called me from Philadelphia. Leslie Biffle, the Secretary of the Senate, was on the phone with Barkley, but it was the senator from Kentucky

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THE TRUMAN MEMOIRS

TEXT CONTINUED FROM PAGE 66

himself who asked me if I would object if he tried to be named for Vice President. Biffle then added that he felt sure Barkley could be nominated if I agreed.

"Why didn't you tell me you wanted to be Vice President?" I said to Barkley. "It's all right with me."

My approval of Barkley as a running mate was not a matter of sudden impulse. I had long respected him as one of the ablest debaters on the floor of the Senate. He was a hard-working, honest politician and one of the most popular men in the Democratic party. As a thoroughly acceptable candidate to the South, Barkley made an ideal partner to run with me in 1948.

On July 14 I boarded the presidential train with my family and members of the White House staff. Over the radio, while en route to Philadelphia, I heard Governor Donnelly as he nominated me with a magnificent speech, and after arriving in Philadelphia and having dinner on the train, I left with members of my party for Convention Hall.

When I arrived the convention was locked in last-minute argument, and the voting had not yet begun. Barkley and I were ushered into a special suite on the floor beneath the convention. It was a small group of rooms which were used as dressing rooms for show performers, and there was a balcony overlooking the city of Philadelphia.

A pause for reflection

IT was a hot, clammy night, though it was pleasant on the balcony. And as I sat there waiting for the final business of the convention to come to a close and for the signal that would call me to appear to accept the nomination, I let my mind run back, as I frequently do, over America's century and a half of political life. I was forced to wait for four long hours on that balcony, and so had time for reflection. Furthermore the setting was strangely quiet, and I seemed far removed from the turmoil and the hubbub of the convention within the crowded hall.

At about 2 o'clock in the morning the signal came. The convention was ready to hear my acceptance of the nomination for President of the United States.

I was escorted to the convention floor above and onto the speaker's platform. The huge hall was packed with weary, perspiring delegates who had spent three days and nights in bedlam. They were still capable of making noise, however, and they greeted me with thundering applause.

But it was clear to me that the work of the opposition in propagandizing against my chances of winning—plus the splintering within our own party—had taken its toll. The Democratic party was dispirited and dejected. I meant to give them something to cheer about and something to campaign for.

Barkley, who had accompanied me to the platform, made a short acceptance speech first. Then I was introduced. I had studied the acceptance speeches of two or three other Presidents, principally Roosevelt's, and had made up my mind that I would spring my first big surprise of the campaign in that speech.

It took only a sentence to bring the delegates to their feet. That was when I said, "Senator Barkley and I will win this election and make these Republicans like it—don't you forget that." I meant just that, and I said it as if I meant it.

The Democrats had been waiting to hear somebody say positively that we were going to win, and the effect on them was electric. I made a tough, fighting speech. I recited the benefits that had been won by the Democratic administrations for the people. I listed in detail the failures of the Republican-controlled Congress and I did not pull any punches. Then, toward the end of the speech, I played my trump card. I announced: "On the 26th day of July, which out in Missouri we call 'Turnip Day,'* I am going to call Congress back and ask them to pass laws to halt rising prices, to meet the

*July 26 is considered the proper day to sow turnips in Missouri:
'On the twenty-sixth of July
Sow turnips, wet or dry.'—H.S.T.



A FATIGUED BARKLEY rests during Democratic convention after the keynote address that clinched his nomination for Vice President.

housing crisis—which they are saying they are for in their platform.

"At the same time, I shall ask them to act upon other vitally needed measures, such as aid to education, which they say they are for; a national health program; civil rights legislation, which they say they are for; an increase in the minimum wage, which I doubt very much they are for; extension of the Social Security coverage and increased benefits, which they say they are for. . . .

"I shall ask for adequate and decent laws for displaced persons in place of this anti-Semitic, anti-Catholic law which this 80th Congress passed.

"Now, my friends, if there is any reality behind that Republican platform, we ought to get some action from a short session of the 80th Congress. They can do this job in 15 days, if they want to do it. They will still have time to go out and run for office."

This announcement of a special session of the Congress electrified the convention to a new pitch of enthusiasm.

Of course I knew that the special session would produce no results in the way of legislation. But I felt justified in calling the Congress back to Washington to prove to the people whether the

CONTINUED



A RELAXED DOUGLAS catches up on reading in remote Oregon cabin where he refused Truman's offer of the vice presidential nomination.

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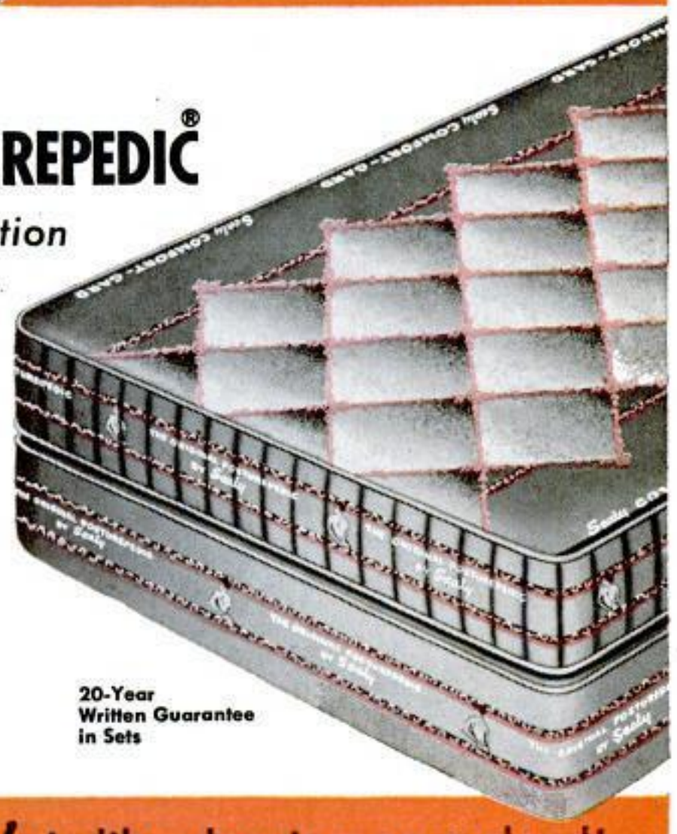
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Republican platform really meant anything or not. I knew they would run out on their platform.

Just as I had predicted, the "Turnip Day" session of the Congress came and went without any response to my demands for constructive legislation promised by the Republican party platform. After two weeks of doing nothing, the special session adjourned.

I picked Labor Day, which was on Sept. 6, to sound the starting gun of my bid for the presidency. The Labor Day speech at Cadillac Square in Detroit set the pace for the campaign speeches which were to follow. "As you know," I told a nationwide audience, "I speak plainly sometimes. In fact, I speak bluntly sometimes. I am going to speak plainly and bluntly today. These are critical times for labor and for all who work. There is great danger ahead. Right now, the whole future of labor is wrapped up in one simple proposition.

"If, in this next election, you get a Congress and an administration friendly to labor, you have much to hope for. If you get an administration and a Congress unfriendly to labor, you have much to fear, and you had better look out. . . ."

There were more than 100,000 people massed in Cadillac Square, and I was encouraged by their response.

'I'm going to give them hell'

ON Sept. 17 I began an extended tour. I had warned my staff and the reporters that I was going out to win the election. "I'm going to fight hard," I told Senator Barkley. "I'm going to give them hell."

At first the critics referred to my tour as a "one-man circus" and called it less efficient and less dignified than the campaign being put on by the Republicans. But as the crowds grew larger and larger and more people flocked to my train than showed up around the Dewey train, our opponents began to get worried.

The trip across Ohio from Cincinnati to Cleveland was made in the daytime through a whole string of little towns, and the crowds there were immense. Former Governor Lausche, who was a candidate for the governorship of Ohio, got on the train just south of Columbus, intending to get off again at Columbus. At that little town where Lausche got on there was a crowd of from six to eight thousand people, and at the next one the crowd was even larger. At Columbus the crowd was so big they could not even get into the station.

"Is this the way all the crowds have been?" the governor asked.

"Yes," I said, "but this is smaller than we had in most states."

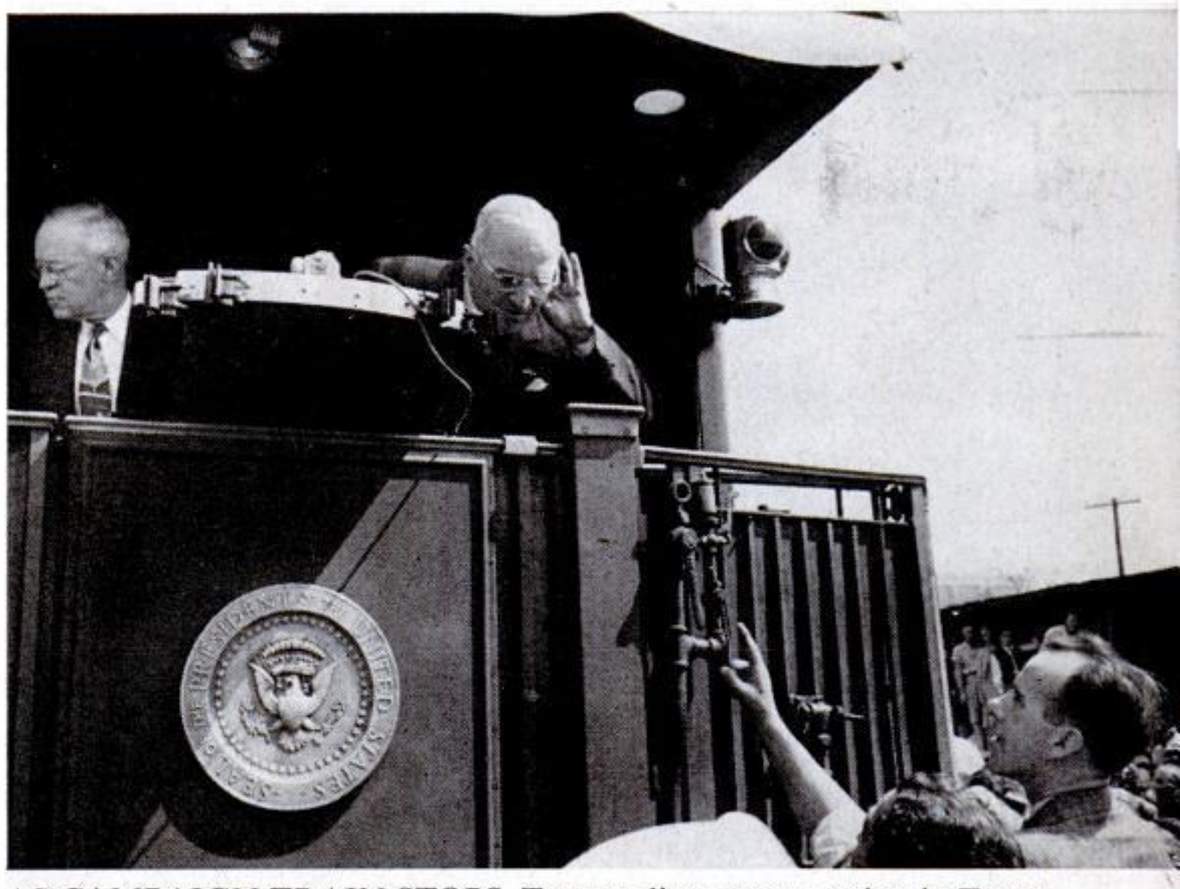
"Well," he said, "this is the biggest crowd I ever saw in Ohio," and he rode on to Cleveland with us. He gave our ticket his fullest support.

It was quite a campaign. I worked my staff almost to death. I believe that at one time or another I put them all to bed, and despite its long hours and hard work I gained weight in the campaign. I worked the reporters very hard too.

The technique which I used at the whistle stops was simple and straightforward. There were no special gimmicks or oratorical devices. I refused to be coached. I simply told the people in my own language that they had better wake up to the fact that it was their fight. If they did not get out and help me win this fight, I emphasized, the Republicans would soon be giving the farmers and the workers the little end of the stick again.

I also clarified the issues which the Republicans were trying to make complex for the voters. I talked to them as human beings with real needs and feelings and fears. I talked to them about their jobs, their homes and the cost of living. I treated them not like crowds of people but like businessmen, tenant farmers, housewives, married veterans, laboring men, teachers—individuals with interests for whom I, as President, had a genuine concern.

One of the things which I tried to keep out of the campaign was foreign policy. I even asked that a teletype machine be set up on the Dewey train so that the Republican candidate personally could be



AS CAMPAIGN TRAIN STOPS, Truman listens to question in Texas. Making up to 16 stops a day, he never tired of give and take with crowds.

ORIGIN OF THE MARSHALL PLAN

ON April 26, 1947 when Secretary Marshall returned from the Moscow Conference of Foreign Ministers, he arrived in a pessimistic mood. He had gone to Moscow with the hope that he could persuade the Russians that the United States was working for peace. The Russians, however, were interested only in their own plans, and were coldly determined to exploit the helpless condition of Europe to further Communism rather than cooperate with the rest of the world. Marshall's report confirmed my conviction that there was no time to lose in finding a method for the revival of Europe.

General Marshall is one of the most astute and profound men I have ever known. Whenever any problem was brought before him, he seemed to be able to put his finger at once on the very basic approach that later would usually be proposed by the staff as the best solution. He talked very little but listened carefully to everything that was said. Sometimes he would sit for an hour with little or no expression on his face, but when he had heard enough, he would come up with a statement of his own that invariably cut to the very bone of the matter under discussion.

As Secretary of State, Marshall had to listen to more staff talk than when he was Chief of Staff. He would listen for a long time without comment, but when the debates between members of his staff seemed destined to go on interminably and he could stand it no longer, he would say, "Gentlemen, don't fight the problem; decide it."

Dean Acheson told me a characteristic story about Marshall when he first took over as Secretary of State. Marshall had asked Dean Acheson to stay on as Undersecretary and said, "I want the most complete and blunt truths from you, particularly about myself." Dean Acheson replied, "Do you, General?" "Yes," Marshall said, "I have no feelings except a few which I reserve for Mrs. Marshall."

Marshall perceived the importance of the economic unity of Europe. If the nations of Europe could be induced to develop their own solution of Europe's economic problems viewed as a whole and tackled cooperatively, rather than as separate national problems, United States aid would be more effective and the strength of a recovered Europe would be better sustained.

This idea, as an approach to the European problem, was first expressed in public at Cleveland, Miss. on May 8, 1947, when

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informed on all the foreign developments as they progressed. I saw to it that Dewey received important messages that came to me on the subject of international affairs.

There were many danger spots in our foreign relations at the time. The United Nations was being subverted by the Russians into a propaganda sounding board, and our normal diplomatic channels were being stifled and frustrated by Russian truculence. In the meantime the Wallace Progressives were gathering steam with their shrill campaign of "warmongers" which they directed at both major parties. This made for a further irritant in an already bad situation.

It was for these reasons that I found it necessary to interrupt my scheduled activities right at the height of the campaign so as to work out some new approach to the Kremlin in an effort to ease the tensions and to get on with our many unfinished negotiations with the Russians. I thought of sending Chief Justice Fred M. Vinson [appointed June 6, 1946 after Stone's death; Truman particularly admired his "ability to see clearly through a situation as it arose"] on a special mission to Moscow.

I telephoned Justice Vinson on Sunday, Oct. 3 and asked him to meet with me on a most urgent matter. When Vinson came to the White House, I outlined to him what I had in mind. When I finished he remained silent for a considerable time. When he spoke he said he fully understood the gravity of the situation, and that he wished he could undertake this crucial mission, but that if the decision were left solely to him, he would be compelled to decline. Vinson held that the Justices should confine themselves to their court duties and stay out of all side activities, especially in a political year, and he added that he, as Chief Justice, could not break his own rule, even on a matter of such overriding importance. I then waited for Vinson to say what I knew he would.

"Mr. President," he said, "as Chief Justice I must decline to undertake this mission to Moscow. But if you make it as a presidential request, I shall have a clear duty to comply."

"I am sorry, Fred, to do this to you," I said to him, "but in the interest of the country and the peace of the world I am compelled to request you to go."

Vinson's response was, "I'll be ready in a few days."

I hoped that Vinson's mission, as an off-channel approach to Stalin, might expose the Russian dictator to a better understanding of our attitude as a people and of our nation's peaceful aspirations for the whole world. I had a feeling that Stalin might get over some of his inhibitions if he were to talk with our own Chief Justice.

I asked Vinson to point out to Stalin that the folly and tragedy of another war would amount to an act of national suicide. Play it by ear, I said to Vinson. Let Stalin see clearly from the outset that this is no probing maneuver. Make it clear that this is on the highest level of frankness—a free, uninhibited expression of attitudes, doubts, fears, suspicions and perhaps even ambitions.

Of course, if the Russians were hell-bent for communizing and dominating the world on a rule or ruin basis, there was little we could do by the negotiation route. Even then we had to exhaust every conceivable avenue of approach.

But before the complicated international machinery could be coordinated and all clearances obtained, there was an unfortunate leak to an unfriendly newspaper, and a big outcry of "appeasement," "politics," "unilateral action" was picked up by other newspapers and press services. Most of the outcry by the press was, as usual, the result of poor information, half-truths and deliberate distortion of the facts.

Following the premature publication of the proposed Vinson mission to Moscow, a number of complications set in that compelled me to reconsider the advisability of this mission.



BETWEEN STOPS Truman took counsel constantly with party leaders such as Attorney General Clark (*left*), Representative Rayburn (*right*).

AS the campaign gathered speed, I stepped up my schedule of the whistle stops. In all I traveled about 31,700 miles and delivered more than 300 speeches—356 to be exact. I campaigned for 35 days. On one single day I delivered 16 speeches.

CONTINUED

'TO PLACE EUROPE ON ITS FEET'

Undersecretary of State Dean Acheson delivered what might be called the prologue to the Marshall Plan.

Acheson's speech did not receive the attention it deserved at the time, although it contained the beginning of the proposal later made at Harvard by Secretary Marshall. On June 5, 1947 the Secretary of State outlined to a commencement audience a course of action for dealing with the European crisis.

This was a speech that was typical of the man. It was matter-of-fact and without oratorical flourishes, compact and to the point: ". . . Our policy is directed not against any country or doctrine but against hunger, poverty, desperation and chaos. . . . Any government that is willing to assist in the task of recovery will find full cooperation . . . on the part of the United States Government. Any government which maneuvers to block the recovery of other countries cannot expect help from us. . . . It would be neither fitting nor efficacious for this government to undertake to draw up unilaterally a program designed to place Europe on its feet economically. . . . The initiative, I think, must come from Europe. . . ."

I had referred to the idea as the "Marshall Plan" when it was discussed in staff meetings because I wanted General Marshall to get full credit for his brilliant contributions to the measure which he helped formulate. And it was Marshall who had envisioned the full scope of this approach.

On Dec. 19, 1947, I sent a message to Congress setting forth the part the United States should play in a comprehensive plan for the recovery of Europe.

This whole thing was to be done, I advised the Congress, in the expectation that European recovery could be substantially completed in about four years.

Congress acted on my request as quickly as it was possible for it to act. Three and one half months later, on April 3, 1948, I signed the European Recovery Act passed by Congress. Two days later I announced the appointment of Paul G. Hoffman as Economic Cooperation Administrator with Cabinet rank.

The job of economic rehabilitation was successfully accomplished at far less cost than had been anticipated. I had told the Congressional leaders that 17 billions of dollars over a four-year period would do the job of economic rehabilitation successfully. Thirteen billions did it.

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My one-man crusade took effect. The people responded with increasing enthusiasm as the day of election neared. I never doubted that they would vote for me, although my advisers were still not optimistic and the polls continued to hack away at my chances of getting elected.

At 4:30 in the afternoon on election day, Jim Rowley and Henry Nicholson, who were first and second in command of the White House Secret Service detail, drove with me from my home down to the Elms Hotel at Excelsior Springs, Mo., a resort about 30 miles northeast of Kansas City. We had slipped away from the reporters who spent the rest of the night trying to find me. They kept telephoning my family at Independence hoping to get some information. At Excelsior Springs, after taking a Turkish bath, I went upstairs to my room at 6:30, had a ham sandwich and a glass of milk, turned on the radio to listen to some of the eastern returns and then went to bed. I was reported some thousands ahead.

I awoke at midnight and again listened to the radio broadcast of Mr. H. V. Kaltenborn. I was about 1.2 million ahead on the count but according to this broadcaster was still undoubtedly beaten.

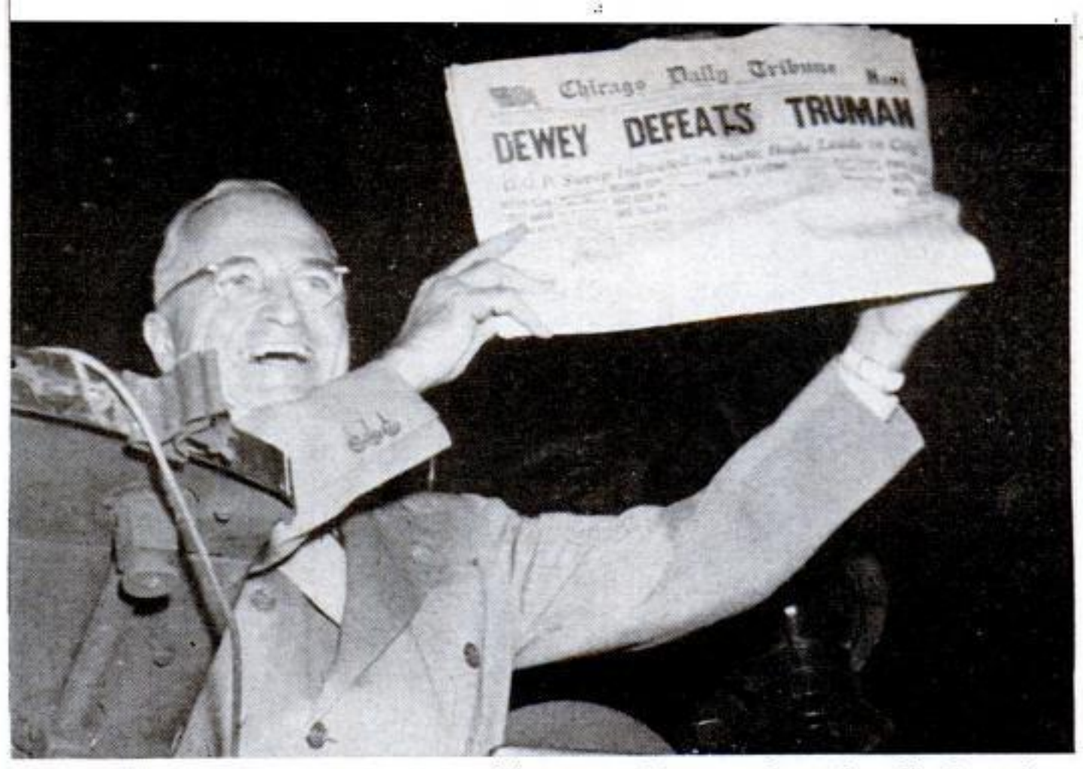
About 4 o'clock in the morning, Rowley came into my room and advised me to tune in again on Kaltenborn's broadcast. I did so and learned that I was over two million ahead, but the commentator continued to say he couldn't see how I could be elected.

I told Rowley and Nicholson that we had better go back to Kansas City because it looked very much as if we were in for another four years, and we arrived in Kansas City at about 6 o'clock Wednesday morning, Nov. 3. At 10:30 I received a telegram from Governor Dewey congratulating me on my election.

The final figures showed that I had received 24,105,695 votes, carrying 28 states. Dewey had 21,969,170 votes, carrying 16 states. Wallace and Thurmond polled slightly over one million each. I lost four of the Southern states to the Dixiecrats—South Carolina, Mississippi, Alabama and Louisiana. But I carried all 13 of the country's biggest cities and the seven large agricultural states—Missouri, California, Iowa, Illinois, Texas, Minnesota and Wisconsin. If it had not been for the half-million American Labor party votes which went to Wallace in New York State, I would have beaten Dewey in his own state by a majority of about 300,000. As it was, he carried New York by only 61,000 votes.

The 1948 election proved the pollsters and forecasters so wrong and unreliable that to this day their reputations have not been fully restored and their influence is much reduced.

It was a historic victory for the party. The greatest achievement was winning without the extreme radicals in the party and without the Solid South. It is customary for a politician to say that he wants all the votes he can get, but I was happy and pleased to be elected to the presidency by a Democratic party that did not depend upon either the extreme left wing or the Southern bloc.



LAST LAUGH on press opposition was Truman's as he displayed an election-night Chicago *Tribune* prematurely headlining Dewey victory.

My long campaign against the 80th Congress had convinced the voters that a turnover was necessary, and I was given an overwhelmingly Democratic Congress to replace the one which had blocked the Administration's domestic progress for two years.

Two days after the election the presidential special train took me to Washington. There was a great demonstration in the Union Station in St. Louis, and when I arrived in the capital city, one of the largest crowds I have ever seen in Washington took part in a "homecoming" celebration.

As the Vice President-elect and I rode up Pennsylvania Avenue to the plaudits of immense crowds, I saw a sign on the front of the Washington *Post* building which said, "Welcome home from the crow-eaters."

I sent that great newspaper word, "I have no desire to crow over anybody or to see anyone eat crow, figuratively or otherwise. We should all get together now and make a country in which everybody can eat turkey whenever he pleases. Incidentally I want to say that despite what your commentators and polls said, your news coverage of my campaign was fair and comprehensive."

MY thoughts kept going back, as I approached Inauguration Day, to someone I particularly wanted near me but who would not be there. I wished that my mother had lived long enough to see me sworn in as an elected President.

A year and a half before, on July 25, 1947, serious news reached me from my mother's home in Grandview, Mo.

More than five months earlier she had fallen and had broken her right hip. She was 94 at the time, and it was plain that the injury was serious. Nevertheless we hoped for her recovery.

At first the reports were excellent, and it was felt that she would

CONTINUED

DIRECT PRESIDENTIAL PRIMARIES?

Harry Truman reflects on the machinery for selecting candidates for the presidency:

THE convention system has its faults but I do not know of a better method of choosing a presidential nominee. There has been a great deal of talk regarding the need of a presidential primary, but there is not a man in the country who could afford the expenses of both a primary and a campaign. In theory, it sounds plausible, but the great population centers would have virtual control of the nomination. Yet it has been my experience that the "country boys" sometimes know more about the needs of the country than the experts from the big city.

Unless the federal government were to bear the expense of nomination and election of candidates for the presidency, as some of us in the Senate favored, there would be no way for an individual to meet the expense of the necessary campaigns. I had to make a double campaign for the Senate in 1934 and again in 1940, and the cost was an unconscionable item. The primary nomination for senators is all right, I think, but a practicable approach to a presidential primary has never yet been worked out.

The ideal situation would be for all the candidates—local, state and national—to be heard on a fair basis by all the people over the communication facilities of the nation, so that there would be no political advantage to anyone for reasons of personal wealth, or because of influence or favoritism on the part of the newspapers, the radio or television.

The old "boss" system was a vicious arrangement in both parties. Men like Mark Hanna of Cleveland, Bill Thompson of Chicago, Tom Pendergast of Kansas City, Ed Crump of Memphis, and dozens of others, exercised undue influence over the selection of candidates. But none of them was more harmful than the present-day advertising-press approach to politics. Experts in the advertising field especially are adept at working the "big lie" technique, and the Republican party for a long time has had the support of powerful advertisers, the press, radio and television. This combination *could* work to defeat the will of the people.

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"GOOD MORNING" in every slice . . .

. . . is Rath Black Hawk Bacon, of course. Oh, do sit down to breakfast!

And help yourself to these tender, sweet, corn-fed slices. Crisp, sugar-cured slices with broad ribbons of meaty lean in every one of them.

And if that hickory-rich smell seems to remind you of an old-time country kitchen—you're right. For Rath does the slow, old-fashioned, take-your-time, hickory-smoking of a less hurried age.

Have Rath Bacon for breakfast these frosty mornings, either regular or the hearty *thick*-sliced. Somehow getting up won't be so bad . . .



Rath makes over 1000 meat products—but when you try any one, it's one in a million.



Rath Black Hawk Meats

THE RATH PACKING COMPANY, WATERLOO, IOWA

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4 NEW SKILL

Made with New Process NIBLETS BRAND



1. 5 MINUTE CORN & SHRIMP SKILLET SUPPER

- 1 can condensed cream of mushroom soup
- ½ cup milk
- 1 teaspoon paprika
- 1 5-oz. can broken shrimp
- 1 12-oz. can NIBLETS BRAND whole kernel corn
- salt and pepper to taste

Empty can of mushroom soup into skillet. Add milk and paprika. Stir over low heat until smooth and evenly pink. Add drained broken shrimp and NIBLETS BRAND corn. Season to taste. Cover and cook until heated through. Serve over crisp potato chips or toast points. Serves 4 to 5.

2. 10 MINUTE CORN & CHIPPED BEEF SKILLET SUPPER

- 2 tablespoons butter
- 3 tablespoons chopped green pepper
- 1 4-oz. package chipped beef
- 1 can condensed cream of chicken soup
- ¼ cup milk
- ¼ teaspoon dry mustard
- 1 12-oz. can NIBLETS BRAND whole kernel corn

Melt butter in skillet. Add chopped green pepper and cook over low heat until tender. Add chipped beef. Cook 2 minutes. Remove mixture from skillet. Empty can of cream of chicken soup into skillet and add milk and dry mustard. Stir over low heat until well blended. Add NIBLETS BRAND corn, the green pepper and beef. Blend. Cover skillet and cook until heated through. Serves 4 to 5.

3. 7 MINUTE CORN & HAM SKILLET SUPPER

- 2 tablespoons butter
- 1 small onion minced
- ¼ cup chopped green pepper
- 1 can condensed cream of celery soup
- ¼ cup milk
- 1 12-oz. can NIBLETS BRAND whole kernel corn
- 1 12-oz. can chopped ham
- salt & pepper to taste

Melt butter in skillet. Add onions and green pepper and cook until pepper is tender. Add cream of celery soup and milk. Blend over low heat until smooth. Add NIBLETS BRAND corn and mix. Break ham into small cubes and add to the corn mixture. Cover skillet and heat through. Adjust seasonings before serving. Serves 4 to 5.





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ET SUPPERS

CORN and CANNED SOUPS



Delicious complete meals in 10 minutes *(or less)*

Mix, cook and serve 'em right in the skillet

Hardest thing about these skillet suppers is getting anybody to *believe* they only took minutes to fix. Clip the recipes and try 'em. Very easy—though they taste like you fussed for hours. And very special. (There'll be calls for "seconds," you'll see!)

The secret, of course, is the crispness and flavor of Niblets Brand corn. The Green Giant's exclusive new process pre-cooks Niblets five times faster than other canned corn. And Niblets is *vacuum-packed*. Result: *new* crispness, natural color and flavor found in no other can of corn. Try 'em. You'll *taste* what we mean.

4. 7 MINUTE CORN & CHICKEN SKILLET SUPPER

- 1 can condensed cream of mushroom soup
- ⅓ cup milk or cream
- 2 egg yolks
- 3 tablespoons chopped pimento
- salt and pepper to taste
- 2 5-oz. cans boned chicken
- 1 12-oz. can NIBLETS BRAND whole kernel corn

Empty can of cream of mushroom soup into skillet. Add milk or cream and stir over low heat until blended. Beat egg yolks slightly in small bowl. Pour small amount of hot mixture over egg yolks and stir quickly. Pour back into skillet and stir until mixture thickens. Add pimento and seasonings. Stir in chicken with a fork breaking it up into small pieces. Add NIBLETS BRAND corn, and blend. Cover skillet and cook over low heat until heated through. Serve over rusks or toast. Serves 4 to 5.

SPECIAL OFFER—SAVE $2.70

New Royal DRU-iron Skillet Imported from Holland



$3.25 POSTPAID

Porcelainized cast iron

Direct from Holland, to pretty up your table (and make cooking easier). The celebrated Royal DRU-iron Skillet. About 9". Heavy cast iron with smart pastel blue porcelainized finish and hand-painted Delft Blue designs. Chip-resistant and stainproof. A $5.95 value! Send 2 Niblets Brand corn labels and $3.25 to: Green Giant, Dept. L, Le Sueur, Minn. Supply limited, so hurry. Offer ends April 15, 1956.



NEW PROCESS

NIBLETS BRAND CORN

WHOLE KERNEL

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"I took it home and started it on a regular diet of PUSS 'n BOOTS"



"Last winter," wrote Mr. W. C. of Long Island, "I found a poor little ghost of a cat, apparently lost in the snow. It was pitifully thin! I took it home and started it on a regular diet of Puss 'n Boots. You should see it now—a sparkling beauty of a cat!"

"We Siamese are of royal stock, you know!" (For a full color 8" x 10" print of this Chandoha photo, send 25¢ to Puss 'n Boots, Dept. L-16, Box 1459, Grand Central Station, New York 17, N. Y.)

LAST WINTER:

"A poor little Ghost of a Cat"

TODAY: "A Sparkling Beauty" *-Thanks to Good Nutrition!*

The effects of good nutrition are not always seen as dramatically as they were in that "poor little ghost of a cat" found by Mr. W. C. in the snow. But they are always seen unmistakably and quickly when *any* cat is switched from inferior cat food to regular feedings of Puss 'n Boots. Hundreds of cat owners have written to tell us of wonderful improvement.

The Marvel of Good Nutrition

Cats of *all* ages respond to Puss 'n Boots. Kittens seem to leap forward in growth. Young cats develop a lithe step, playfulness, silky beauty. Older cats regain their youthful energy. Every cat becomes a happier companion!

Puss 'n Boots IS Good Nutrition

Puss 'n Boots is scientifically formulated from *whole fish* (not parts or scraps), fresh caught and processed to furnish every nutrient a cat is known to need. All the proteins, vitamins, minerals and other elements are retained by Puss 'n Boots, in nature's life balance. Selected cereals are added to the finely ground whole fish to provide all-round nutrition.

See for Yourself!

Pick up a week's supply of Puss 'n Boots at your food store...feed it regularly...and you'll soon see a livelier, lovelier cat in your home! Start giving yourself this pleasure *now!*



LISTEN TO "HOTEL FOR PETS"...
A delightful radio program, starring Frank McHugh. Mon. thru Fri. afternoons, NBC Radio Network.

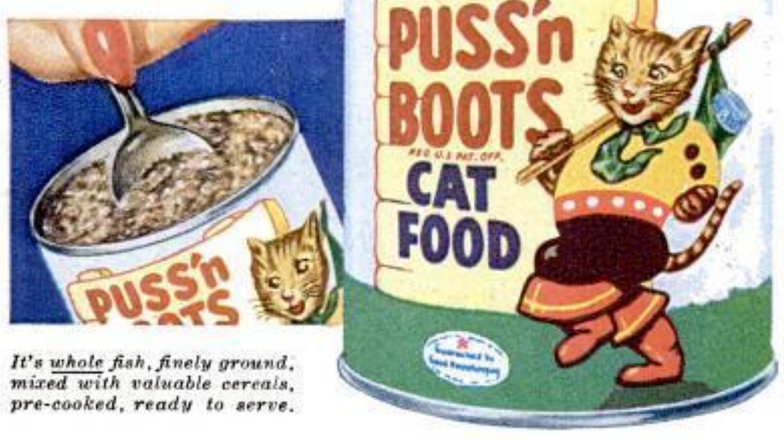
How the Natural Life Balance of WHOLE FISH is retained in Puss 'n Boots

BONE STRUCTURE for calcium and phosphorus... for healthy, sturdy frame. Made crumbly and easy to digest and *retained in Puss 'n Boots.*

FILLETS OR FLESH rich in important growth-promoting proteins. Usually reserved for human consumption, but are *retained in Puss 'n Boots.*



LIVER, GLANDS. For minerals, vitamins A, B, D. Vital for well-being. Often extracted for medicinal use. *Retained in Puss 'n Boots.*



It's whole fish, finely ground, mixed with valuable cereals, pre-cooked, ready to serve.

PUSS 'n BOOTS
is Good Nutrition

America's largest selling cat food · Adds the plus in health, beauty, vigor

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be out of bed in six weeks or so. In May, however, her condition took a turn for the worse, and I spent 12 days with her in Grandview. By May 30, however, she was better again and all of us were reassured. On July 12 she was "feeling much better" and on the 19th Dr. Graham, who had gone to Grandview to see her and to consult with her physician, reported that she was recovering and that he would return to Washington.

Now, however, a new and adverse report had come. Early on the morning of July 26 word came from Dr. Joseph W. Greene of Independence that Mother was not expected to live through the day, and I asked to have my plane ready at once.

It was only a little after noon when, with a small party, I boarded the plane. An hour or so later a message was received by the pilot which General Graham handed to me. Mother, it reported, had passed away.

I had had more than an inkling of what I might expect, but no one can really be prepared for the passing of his mother. I read the words, but I could not describe my feelings if I would.

"Well," I remember saying to the general, "now she won't have to suffer any more."

Then I glanced at the message again.

"She must have passed away," I added, "just a little while after we took off."

Two days later she was buried beside my father in Forest Hill Cemetery in Kansas City, and little more than 24 hours later I was back in Washington.

When I succeeded Franklin Roosevelt, my mother had so wisely said it was no occasion for her to rejoice. She said that she could only feel grieved that President Roosevelt had died. But now that I had been elected directly by the people as President in my own right, it would have been a great thrill for her to be present as her son took the oath.

THE Democratic National Committee had asked my approval for full-scale ceremonies for the inauguration and I agreed. Victory had been snatched from a predicted disaster and I thought the party was entitled to have its day of celebration.

Inauguration Day, Jan. 20, 1949, started with a breakfast with 97 veterans of Battery D, which I commanded in France in 1918. These friends of World War I crowded around me, shaking my hand and calling me "Mr. President," until I put a stop to it. "We'll have none of that here," I told them, and insisted that they call me "Captain Harry" as they had done in the Argonne 30 years before.

Our former regimental chaplain, Monsignor L. Curtis Tiernan, said grace before that breakfast, and then, with 30 years of memories to recount, we paid far less attention to our orange juice and our country ham, our hominy grits and fried eggs, than to each other. We fought the war again, as veterans always do, and I reminded them of the part they were to play in the inaugural parade. They were to be a kind of "guard of honor" for me, and were to march in two long lines beside my car all the way from the Capitol to the reviewing stand before the White House. No one knew better than I that they were not the physical specimens they had been three decades earlier, but "I'm sure," I told them, "that you can still make 120 steps a minute for a mile and a quarter."

More than a hundred thousand people, it was estimated, filled the great open space between the Capitol, the Supreme Court Building and the Congressional Library as Vice President Barkley and I made our way to the inaugural stand.

At 12:23 Associate Justice Reed swore Senator Barkley in as Vice President, and six minutes later I took the oath from Chief Justice Vinson. The words were the same that I had repeated three years and nine months earlier when I had been called so unexpectedly to the White House, but then only a handful of people were with me in the Cabinet Room.

THE TROUBLED BIRTH OF ISRAEL

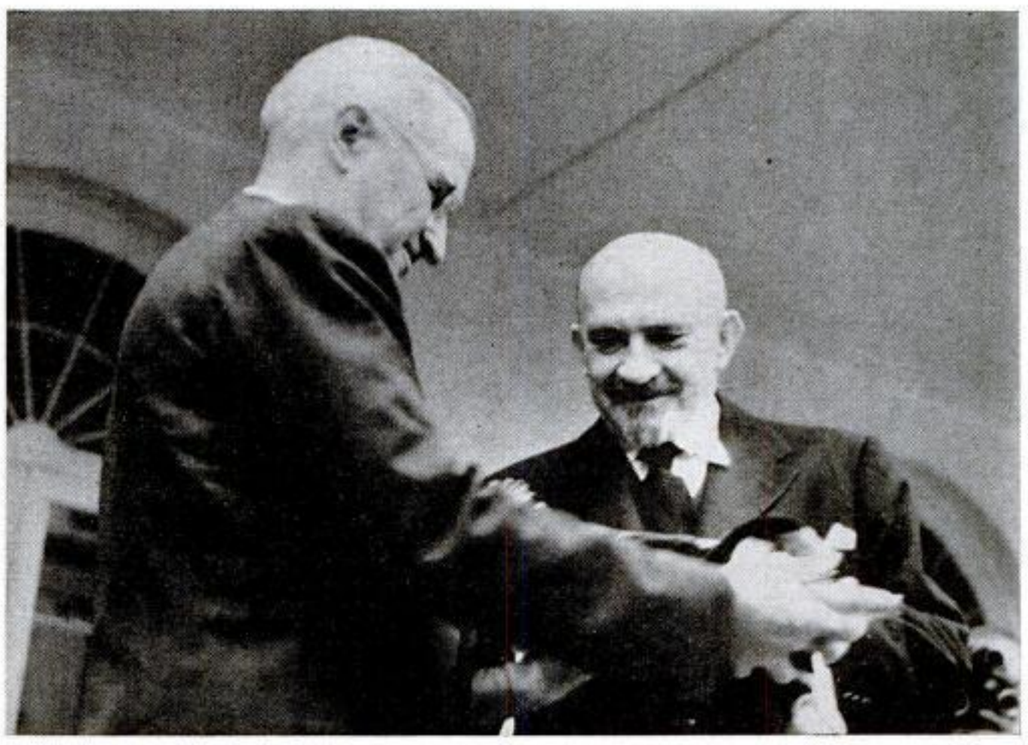
The Palestine issue was one of the most tangled that Truman had to face in the immediate postwar years. Mr. Truman, who has received awards and testimonials from many national Jewish organizations (including the Zionist Organization of America and the Anti-Defamation League of B'nai B'rith) in recognition of his help and friendship for the Jews, made it U.S. policy "to bring about, by peaceful means, the establishment of the promised Jewish homeland" in Palestine "and easy access to it for the displaced Jews of Europe." The Zionists, however, pressed him to favor establishment of a Jewish state. Here he describes the controversy during the 1948 U.N. debates on partition for Palestine, and tells of an incident involving his old business partner, Eddie Jacobson.

I DO not think I ever had as much pressure and propaganda aimed at the White House as I had in this instance. The persistence of a few of the extreme Zionist leaders—actuated by political motives and engaging in political threats—disturbed me and annoyed me.

Individuals and groups asked me, usually in rather quarrelsome and emotional ways, to stop the Arabs, to keep the British from supporting the Arabs, to furnish American soldiers, to do this, that and the other. I think I can say that I kept my faith in the rightness of my policy in spite of some of the Jews. When I say "the Jews," I mean, of course, the extreme Zionists. I know that most Americans of Jewish faith, while they hoped for the restoration of a Jewish homeland, are and always have been Americans first and foremost. It was a discouraging prospect indeed. As I wrote to one of my assistants, "I surely wish God Almighty would give the Children of Israel an Isaiah, the Christians a St. Paul, and the Sons of Ishmael a peep at the Golden Rule."

The simple fact is that our policy was an American policy rather than an Arab or Jewish policy. It was American, because it aimed at the peaceful solution of a world trouble spot. It was American, because it was based on the desire to see promises kept and human misery relieved.

As the pressure mounted, I found it necessary to give instructions that I did not want to be approached by any more spokesmen for the extreme Zionist cause. I was even so disturbed that I put off seeing Dr. Weizmann, who had asked for an interview with me.



NEW NATION'S PRESIDENT Chaim Weizmann was greeted at White House two months after hush-hush visit Truman describes.

My old friend, Eddie Jacobson, called on me at the White House and urged me to receive Dr. Weizmann. Eddie, who had been with me through the hard days of World War I, had never been a Zionist. He was of the Jewish faith and was deeply moved by the sufferings of the Jewish people abroad.

I was always glad to see him. Not only had we shared so much in the past but I have always had the warmest feelings toward him. It would be hard to find a truer friend. Eddie said that he wanted to talk about Palestine. I told him that I would rather he did not, and that I

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Fashion...a man's world, too



The shirt with the famous non-wrinkle collar...ARROW DART!

America's most popular shirt is now better than ever! The *new* Arrow Dart has smart, cord-edge collar stitching and the fashionable French front. And, as always, Dart features Mitoga® tailoring, anchor-stitched buttons, and a fine "Sanforized" fabric. See the new Dart today. $3.95. Arrow Rayon Tie, $1.50. Cluett, Peabody & Co., Inc.

P.S. Arrow Dart also in boys' sizes.

ARROW — first in fashion

wanted to let the matter run its course in the United Nations.

I do not believe that in all our 30 years of friendship a sharp word had ever passed between Eddie and me, and I was sorry that Eddie had brought up the subject.

Eddie was becoming self-conscious, but he kept on talking. He asked me to bear in mind that some of the pro-Zionists who had approached me were only individuals and did not speak for any responsible leadership.

I told him that I respected Dr. Weizmann, but if I saw him it would only result in more wrong interpretations.

Eddie waved toward a small replica of an Andrew Jackson statue that was in my office.

"He's been your hero all your life, hasn't he?" he said. "I remember when we had the store that you were always reading books and pamphlets, and a lot of them were about Jackson. You put this statue in front of the Jackson County Courthouse in Kansas City when you built it.

"I have never met the man who has been my hero all my life," he continued. "But I have studied his past like you have studied Jackson's. He is the greatest Jew alive, perhaps the greatest Jew who ever lived. You yourself have told me that he is a great statesman and a fine gentleman. I am talking about Dr. Chaim Weizmann. He is an old man and a very sick man. He has traveled thousands of miles to see you, and now you are putting off seeing him. That isn't like you."

When Eddie left, I gave instructions to have Dr. Weizmann come to the White House as soon as it could be arranged. However, there was to be no press coverage of his visit and no public announcement.

Dr. Weizmann came on March 18. I told him, as plainly as I could, why I had at first put off seeing him. He understood. I explained to him that my primary concern was to see justice done without bloodshed. And when he left my office, I felt that he had reached a full understanding of my policy and that I knew what it was he wanted.

Clash with 'career men'

I WAS always aware of the fact that not all my advisers looked at the Palestine problem in the same manner I did. The Department of State's specialists on the Near East were, almost without exception, unfriendly to the idea of a Jewish state. Like most of the British diplomats, some of our diplomats also thought that the Arabs, on account of their numbers and because of the fact that they controlled such immense oil resources, should be appeased. I am sorry to say that there were some among them who were also inclined to be anti-Semitic.

I was never convinced by the arguments of the diplomats.

On May 14 I was informed that the Provisional Government of Israel was planning to proclaim a Jewish state at midnight that day, Palestine time, which was when the British mandate came to an end. I decided to move at once and give American recognition to the new nation. I was told that to some of the career men of the State Department this announcement came as a surprise. It should not have been if these men had faithfully supported my policy.

The difficulty with many career officials in the government is that they regard themselves as the men who really make policy and run the government. They look upon the elected officials as just temporary occupants. Every President in our history has been faced with this problem: how to prevent career men from circumventing presidential policy. Too often career men seek to impose their own views instead of carrying out the established policy of the Administration. Sometimes they achieve this by influencing the key men appointed by the President to put his policies into operation. It has often happened in the War and Navy Departments that the generals and the admirals, instead of working for and under the Secretaries, succeeded in having the Secretaries act for and under them. And it has happened in the Department of State.

In the Palestine situation, as Secretary Lovett said to me after the announcement of the recognition of Israel, "They almost put it over on you."

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MAKING BERLIN 'A LESSON TO ALL'

In the spring of 1948 the cold war threatened to become a hot war when the Soviets threw a blockade around Berlin, the free world's enclave in Communist-ruled East Germany. Here Mr. Truman tells how the emergency airborne supply system for the city which, was improvised by General Lucius Clay, U.S. commander in Europe, was transformed into an operation that won a major propaganda victory for the West.

I BROUGHT up the situation at the Cabinet meeting of June 25. Secretary of the Army Kenneth Royall maintained constant touch with General Clay in Germany and reported that a serious situation was developing. Clay was forced to make emergency arrangements to have essential supplies flown into the city, since Berlin, by now, was effectively blockaded by the Russians both by land and by water. On June 26 I directed that this improvised "airlift" be put on a full-scale organized basis and that every plane available to our European command be impressed into service.

We had to face the possibility that Russia might deliberately choose to make Berlin the pretext for war, but a more immediate danger was the risk that a trigger-happy Russian pilot or hot-headed Communist tank commander might create an incident that could ignite the powder keg.

General Clay came to the White House on July 22, 1948. He reported that the airlift had been averaging about 2,400 to 2,500 tons per day, which was more than enough to handle food re-



SUPPLIES FOR BERLIN brought by planes like C-54 coming down at Tempelhof totaled nearly 2½ million tons in 15 months of airlift.

quirements but was inadequate to include the necessary amounts of coal. I asked what problems would be involved in making additional planes available and was told by Air Force Chief of Staff General Vandenberg that if we put more planes on the Berlin airlift, the Military Air Transport Service would become disrupted. Vandenberg said that the maximum airlift would involve using planes intended for emergency use. This would adversely affect our capabilities to wage strategic warfare. If the majority of our planes were caught and destroyed, this would delay our ability to supply our forces and hold outlying bases.

General Vandenberg also pointed out that the air lanes to Berlin belonged to the Russians as well as us and that if we increased our traffic to the point where they could claim that they were forced out, international incidents might result.

I then asked General Clay what risks would be involved if we tried to supply Berlin by means of armed convoys. The general said he thought the initial reaction of the Russians would

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POWERFUL PORTABLE DRILL with SUPREME GEARED CHUCK

Develops ¼ H. P. and drives all the tool attachments contained in this "10-in-one" workshop with power to spare!

PORTABLE SABRE-JIG SAW

9 SAWS IN ONE!

Saws wood, metal, plastic, etc. Use as rip, crosscut, jig, sabre, scroll, coping, band, keyhole, or hack saw.

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Most useful power tool in the shop...

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90 sq. inch top tilts for angle cuts. Also has depth cut adjustment.

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LEVER ACTION DRILL PRESS

For accurate drilling, routing, grinding, etc.

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Drives screws quickly, and easily! Has friction clutch. Slotted screw bit and Phillips Bit included.

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Perhaps you bought the Candlelight Decanter because of its beauty . . . or a discriminating friend gave it to you. No matter. We think you've found by now that OLD FITZ gives your taste something extra *in* the bottle, too. Since any whiskey is a luxury—shouldn't yours *always* reflect your *finest* taste? Why not enjoy that unique full flavor again . . . command the unquestioned prestige of the original sour mash Kentucky Bourbon that's *always* Bottled in Bond . . . *every* time? Next time, again call for OLD FITZ . . .

the final choice of mature tastes!

Kentucky Straight Bourbon • ALWAYS 100 Proof Bottled in Bond
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be to set up roadblocks. Our engineers would be able to clear such obstacles, provided there was no Russian interference, but the next step the Russians would take, General Clay thought, would be to meet the convoys with armed force.

Robert Lovett, who was in attendance with Secretary Marshall, asked Clay if he thought that the Russians might try to block our airplanes with fighter patrols or by other methods. General Clay said he felt that the Russians would not attack our planes unless they had made the decision to go to war.

The main question was: how could we remain in Berlin without risking all-out war?

General Vandenberg said again that he felt the concentration of aircraft necessary to provide Berlin with all its supplies by air would mean reducing our air strength elsewhere, both in planes and in personnel. An emergency would find us more exposed than we might be able to afford.

I did not agree with the Air Force Chief of Staff. I directed the Air Force to furnish the fullest support possible to the problem of supplying Berlin. General Vandenberg interjected that that would not be possible unless additional airfield facilities were constructed in Berlin. General Clay pointed out that he had already selected a site for an additional field. General Vandenberg then assured me that the Air Force would devote its entire energy to the carrying out of my order.

We had to be prepared to expand the airlift to a maximum while continuing talks with the Russians to see if the blockade could not be removed by agreement.

Some voices were raised in America calling for a break with the Russians. These people did not understand that our choice was only between negotiations and war. There was no third way. As long as the Russians were willing to continue talks—however futile—there would be no shooting.

The battle of diplomacy was overshadowed, however, by the drama of the aerial convoys that, day after day, winged their way into Berlin. By mid-October, General Clay could state as a proved conclusion that the airlift was no longer an experiment.

As 1948 ended and 1949 began, we had fought off the Russian attempt to force us out of Berlin. The longer the blockade continued, the more the technical efficiency of the airlift improved and the more the people of Germany looked toward the West to strengthen them in their determination to remain free. Berlin had become a symbol of America's—and the West's—dedication to the cause of freedom.

The Kremlin began to see that their effort to force us out was doomed. Russia's toughness and truculence in the Berlin matter had led many Europeans to realize the need for closer military assistance ties among the Western nations, and this led to discussions which eventually resulted in the establishment of NATO. Berlin had been a lesson to all.

NEXT WEEK:
BEHIND THE SCENES OF THE KOREAN WAR

- How the President got the news of the North Koreans' attack
- The debates over the 38th Parallel and using Chiang Kai-shek's troops
- A secret report from the Far East by Averell Harriman
- Beginning of the friction with MacArthur and Truman's story of the famous meeting at Wake Island

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YEARS AGO when the physician fought to bring a patient through a siege of pneumonia there was little he could do but help conserve the patient's strength, make him comfortable . . . and hope for the best.

In fact, the doctor sadly signed death certificates for 33 out of every 100 pneumonia patients he treated. For those who survived, recovery was slow and expenses were high. The cost of an average case was about $1,000, including three or four weeks' time lost away from work.

Happily, this grim picture has changed. Under the onslaught of sulfa drugs . . . *and now the antibiotics* . . . pneumonia has steadily lost ground. Now, uncomplicated cases clear up in four to five days. And instead of losing 33 out of every 100 cases, the doctor saves all but a very few.

Just as striking as the cut in deaths and disability is the cut in the *cost* of *curing* pneumonia. More and more patients can now be cared for at home. As a result, the average case of pneumonia may cost no more than $100 . . . including loss of income, the doctor's visits and the "expensive" new medicines!

Today, more than ever before, an investment in prompt and proper medical care may well represent one of the biggest bargains of your life.

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Research and Manufacturing Laboratories Detroit 32, Michigan

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Once you discover the advantages of Pullman travel, you'll never again be happy with any other kind!

Only Pullman can offer you all these travel advantages: The convenience of heart-of-town depots • Dependable schedules of departure and arrival • No parking problems or stormy weather worries • Individually controlled heat, air-conditioning • Superb dining cars; no time-wasting stops for meals • Travel while you sleep—arrive rested, refreshed!



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Incomparable Comfort! Sleep the long miles away in the deep comfort of a king-size bed! You get a real night's rest *as you travel*. By day, you enjoy comfortable seating in your own quarters . . . or stroll to the spacious diner or club car.



Priceless Safety! Banish travel tensions, weather worries, highway hazards! No "traffic jitters" when you're relaxing in a Pullman! Enjoy every wonderful moment, knowing that you are safer traveling in a Pullman than when you stay at home!



Utter Dependability! Pullman trips begin and end on schedule. You arrive on time in the heart of town . . . rested, refreshed, ready to meet whatever the new day offers. Rain or shine, cloudy or fair, Pullman gets you there *fast* . . . and for *sure!*

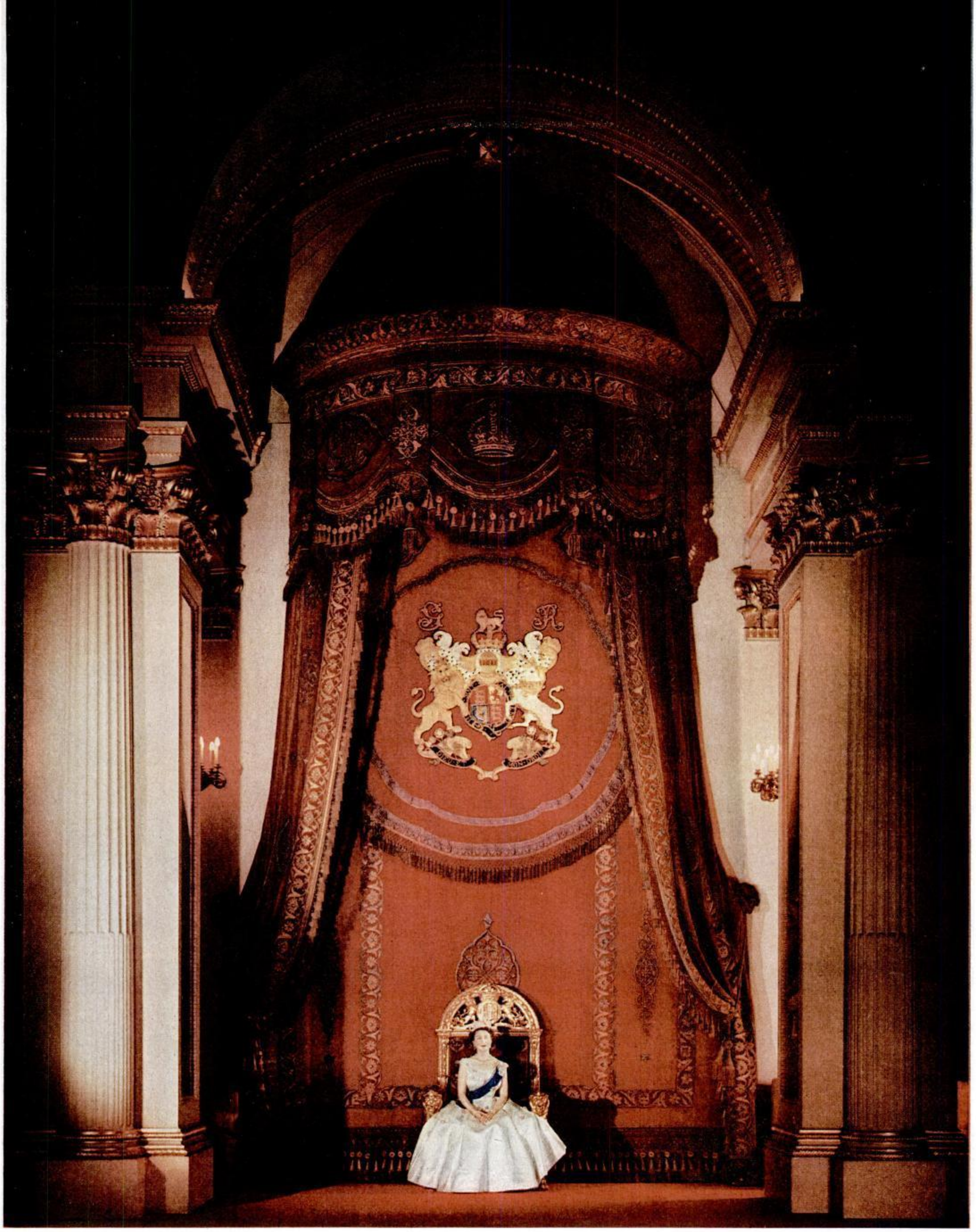
Your local Ticket Agent will help you these five ways:

1. *Provide information on routes, schedules, Pullman accommodations and fares.* **2.** *Make your Pullman reservations, going and returning.* **3.** *Furnish your rail and Pullman tickets.* **4.** *Assist you in planning stop-overs and side trips.* **5.** *Have a "rent-a-car" reserved for you at your destination, if you wish.*

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WHEN YOU TRAVEL BY
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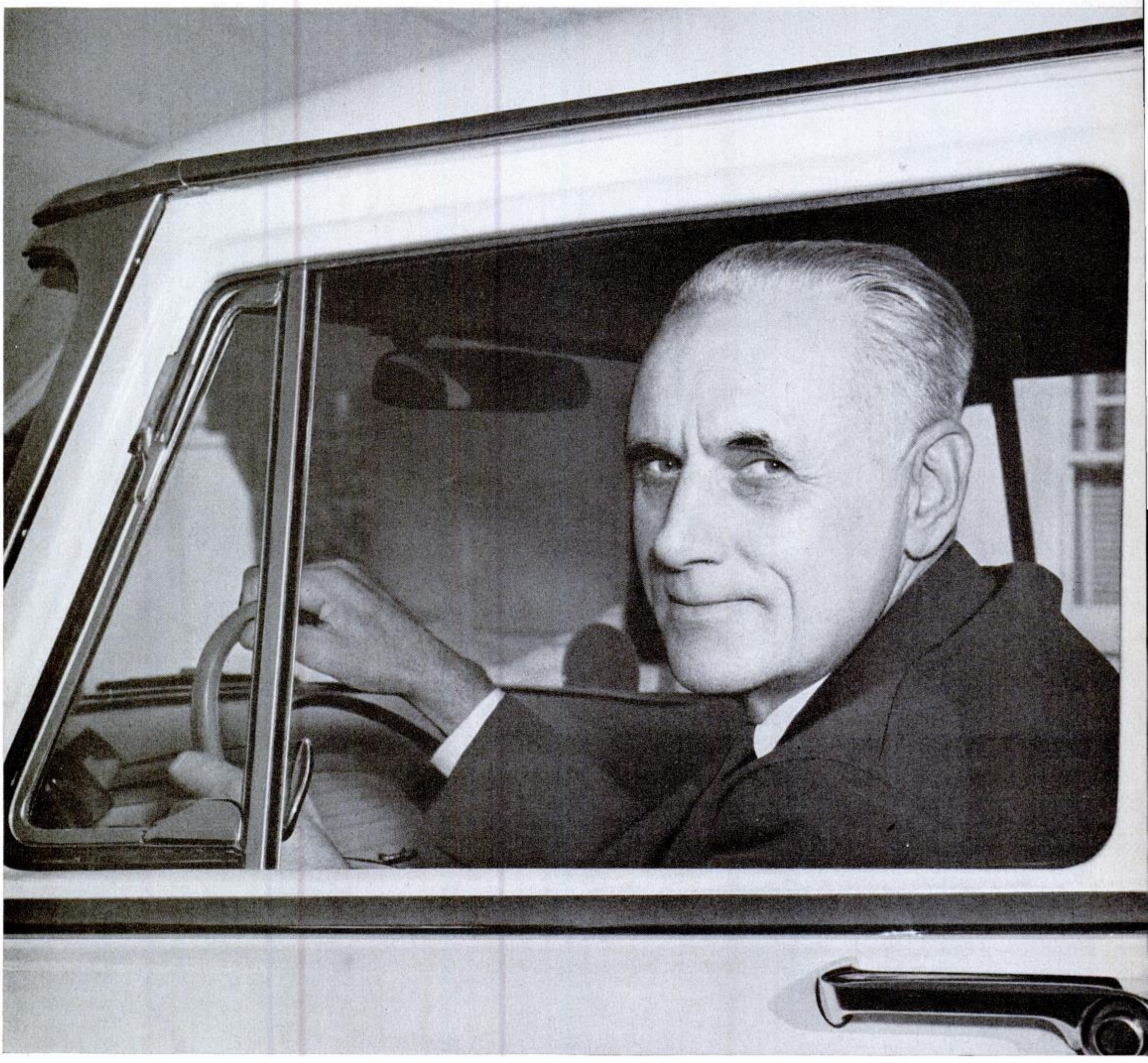


Starred Queen, Storied Throne

As she prepared to set out on her first royal tour to Nigeria, Queen Elizabeth II sat for a new portrait amid the British crown's splendid trappings in Buckingham Palace. In the picture taken by Portraitist Cecil Beaton, the queen wears a white silk dress with the sash and star of the Order of the Garter, a diamond diadem, a diamond necklace and miniatures of her father George VI and grandfather George V. The throne she occupies in the ballroom of the palace was constructed for the 1902 coronation of her great grandfather, Edward VII. The gold-embroidered crimson velvet of the throne's canopy came from the great 1911 coronation durbar in Delhi, India where George V sat with his queen, Mary.

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STATE FARM
Auto
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INSURANCE

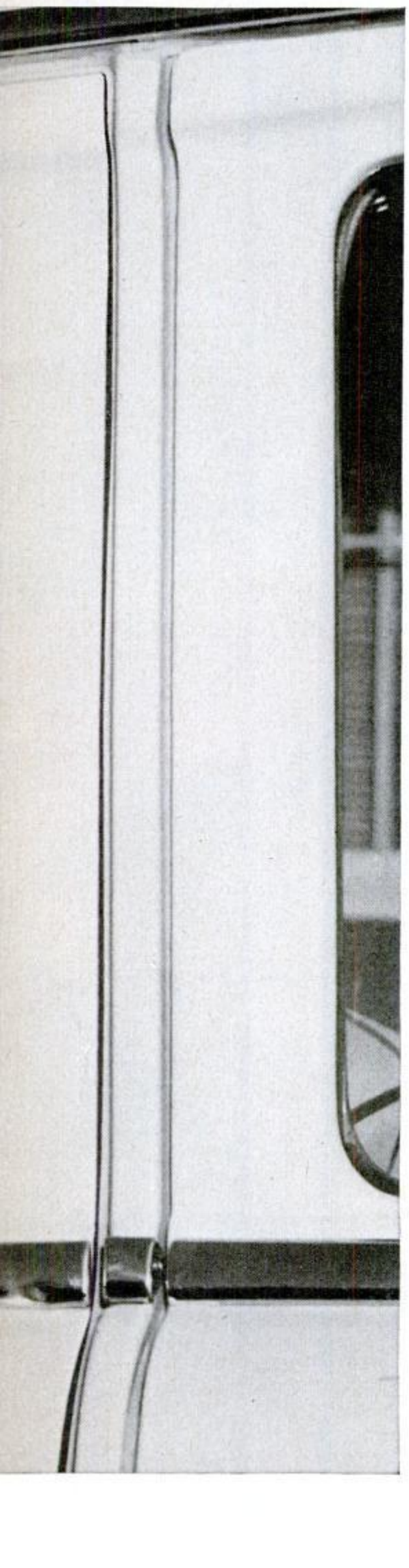
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THE CAREFUL DRIVER

State Farm Insurance is written only by the
STATE FARM MUTUAL AUTOMOBILE INSURANCE COMPANY
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than with any other company in the world?



Policyholder W. K. Paris, Oakland, California, says:

"State Farm gives fast, courteous help in time of accident...at home or 3,000 miles away!"

After a serious upset on a Florida highway (no one injured but car totally wrecked), Mr. Paris also wrote State Farm:

> "*Your local agent and claim adjuster gave wonderful service. With their help I was able to collect my insurance, sell the wreck, buy another car and be on my way . . . all between 2 p.m. Sunday and 7 a.m. Tuesday.*"

Though circumstances vary in every case, you can always expect outstanding service from State Farm. At home, you just call the man who sold you your policy. Away from home, call any State Farm agent. Because State Farm is America's most widely bought auto insurance, you'll find State Farm agents (and our own salaried claim adjusters) in city after city . . . town after town. Each agent is pledged to treat every State Farm policyholder as a personal client.

And the cost is rock-bottom low!

We aim to insure careful drivers only . . . the kind who have fewer accidents and cost less to insure. We pass the savings back to policyholders in the form of "less-than-industry" rates.

For example, let's assume you're a car owner like Mr. Paris, living in Oakland, California. You carry standard limit, full coverage (10/20/5 BI & PD Liability . . . $500 MAX Medical Payments . . . Comprehensive . . . $50 Deductible Collision) on a 1955 Dodge Sedan. Your State Farm rates for this coverage would be 25 per cent less than the rates charged by most other companies. You would save $30.20 a year with State Farm!

How much can you save where you live? For the coverages you want to carry? On your kind of car? Naturally, we can't tell you here. But your nearest State Farm agent can. Just look under "State Farm Insurance" in the yellow classified pages of your phone book. Call today. No cost or obligation, of course.

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CRANE

Why settle for less... when you don't have to?

You'll spend a lot of weekends looking at houses before you finally find the one you'll want to call home.

One way to make sure you get good value is to look for Crane fixtures in the bathrooms. They are styled by famed designer Henry Dreyfuss to look new and modern years longer. They are engineered by Crane to operate with precision for years and years.

But, just as important, Crane's a sign of quality . . . a tip-off that the whole house is quality throughout.

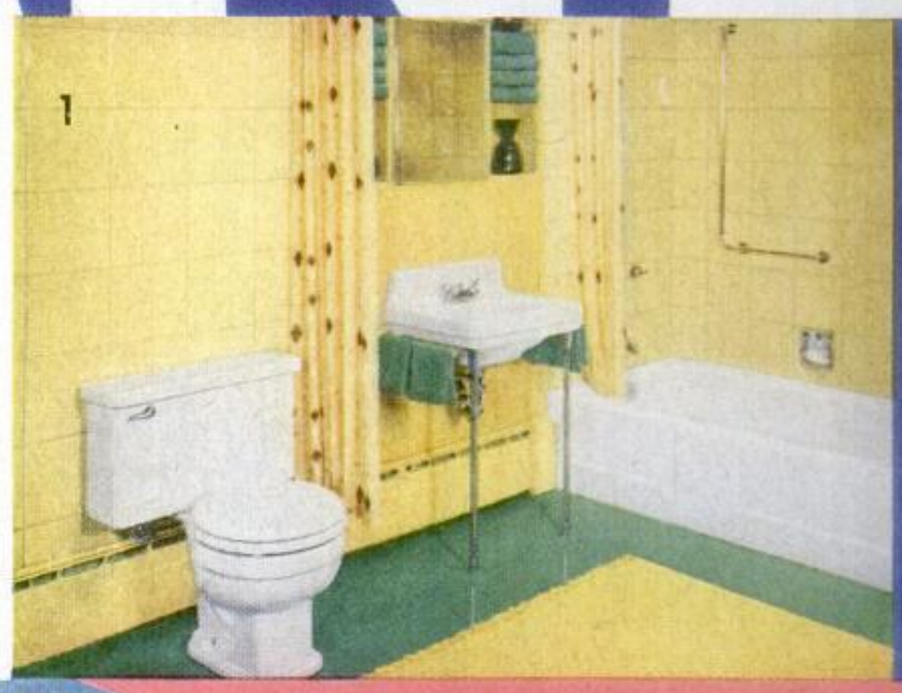
Surprising enough, Crane fixtures don't add a cent more to your mortgage than ordinary fixtures. So, is there any reason why you shouldn't have the most desired plumbing of all? Crane.

CRANE CO.

836 South Michigan Avenue, Chicago 5, Illinois

VALVES • FITTINGS • PIPE • KITCHENS • PLUMBING • HEATING

Styled by Henry Dreyfuss. "Your bathroom used to be the unmentionable room in the house," this noted designer points out. "But modern fixtures make it something you can put on display."

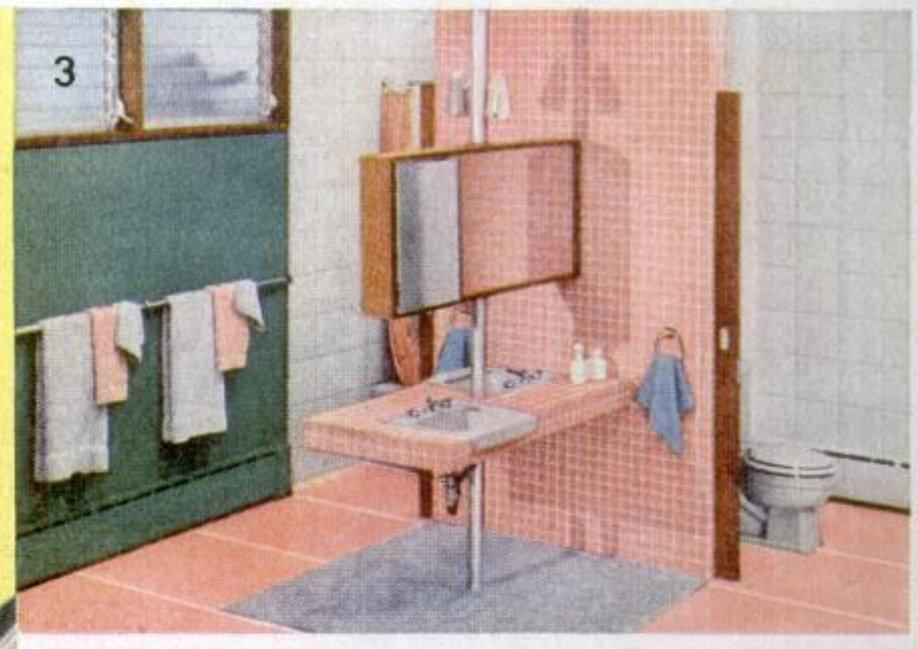




1 CRANE BATHROOM SUITE. Norwich lavatory, Neuday tub and Oxford water closet make your bath a room to be proud of. All three fixtures (in white) cost less than **$255.*** Other suites as low as **$190.***

2 MARCIA. Large, semi-oval counter-top basin with exclusive Dial-ese faucets—no rubber washers to wear out. Like other Crane fixtures, available in seven lustrous colors or white. In Sun Tan, **$110.***





3 COUNTESS BATHROOM SUITE. New "peninsular" arrangement with twin lavatories, matching tub and closet in French Grey. Countess lavatory in white, **$43.***

4 DIANA. Streamlined design. Square, smart-looking chrome legs. In beautiful French Grey, **$140.*** Other Crane lavatories as low as **$38.***

**Suggested consumer price, ready to install. Tubs are porcelain enameled cast iron for strength. Other fixtures, lustrous vitreous china.*

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MEDIEVAL YOKEL HUBERT HAWKINS (DANNY KAYE) PEERS IN FEAR BEHIND HIS BREASTPLATE AS KNIGHTLY OPPONENT APPROACHES HIM IN DUEL TO DEATH

COMIC KNIGHTHOOD FOR KAYE

The suit of armor above from which Danny Kaye is emerging like a timid turtle has just been magnetized by a bolt of lightning, producing the situation at right. Unlikely as this sounds, it is by far the most plausible happening in Kaye's new movie *Court Jester*, a splendid spoof at chivalry in VistaVision.

The most expensive ($4 million) comedy ever made, *Jester* finds Kaye changing identities from a bumpkin to knight-errant back to bumpkin again. The changes take place far too fast for the brain to follow, but it makes no difference since they involve some of the funniest Kaye on movie record. Somewhere along the way there is a sequence in double talk about a poisoned pellet in a chalice from the palace and a vessel with a pestle, which Kaye reduces to a hilarious and satisfying shambles.



WITH A MAGNETIC CLUNK, opponent's mace is glued to magnetized shield of knight Danny Kaye. At each pass opponent loses another of his weapons.

CONTINUED

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Dandruff on shoulders is excessive dandruff . . . a sign your scalp needs care

DANDRUFF

Why it may be "the beginning of baldness"...

We don't claim miracles. We can't *prevent* baldness. Nor do we believe anyone can. But you should know the following facts about dandruff.

Dermatologists, while differing in their views as to causes of baldness, say that the condition symptomized by excessive dandruff *does* frequently lead to baldness.



1st STAGE: Spores of Malassez

Seborrhea

Dandruff commonly arises from a disease of the scalp called *seborrhea.* Many leading dermatologists say that a causative agent of seborrheic dandruff is a tiny parasite called the *Spore of Malassez* —also known as *Pityrosporum Ovale.* In most men who have it, seborrhea progresses through three stages:

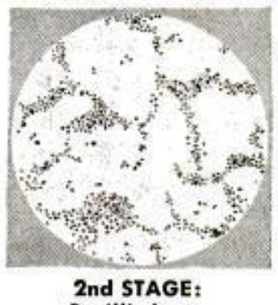
1. Dry white scales flake off your scalp, drop to your shoulders.

2. Moist, sticky scales appear on scalp. In many cases, hairs begin to die.

3. "Choking" of hair roots with fatty substance from glands, dead cells and dirt may occur. Result is increasingly "thin" hair, often *baldness.*

A scalp hygiene program: the Kreml Method

Watch your general health; if you're "run down," see your doctor. Apart from that—give your hair and scalp the *right kind of care.* Here is an easy-to-follow home program—the Kreml Method—used professionally by leading barbers and hairdressers:



2nd STAGE: Bacilli shown may be present

TODAY, get a bottle of Kreml Hair Tonic. And make sure you have a good shampoo on hand. **TONIGHT,** start the Kreml Method of treatment. Shake Kreml Hair Tonic *generously* on to your head. Massage your scalp vigorously.

Next, apply shampoo. Work up a thick lather—*without putting any water on your head.* Now, rinse with water. Lather again. Rinse. Dry your hair thoroughly. Shake on Kreml Hair Tonic—massage it in—comb hair in place.

Tomorrow morning—and every morning: Shake on Kreml Hair Tonic—rub it in—comb hair in place. Kreml Hair Tonic contains *just enough* oil to hold your hair the way you like it. There's no greasy, plastered-down appearance.

Improvement in condition of hair and scalp should come quickly. In more stubborn cases, repeat the Kreml-and-shampoo treatment again.



3rd STAGE: Bacilli shown may be present. Hair growth may be affected

Inhibits growth of bacilli

There is no known permanent "cure" for seborrheic dandruff. But Kreml Hair Tonic *does* inhibit the growth of bacilli and of the Spores of Malassez. And Kreml *has* helped thousands of men. Letters tell us so!

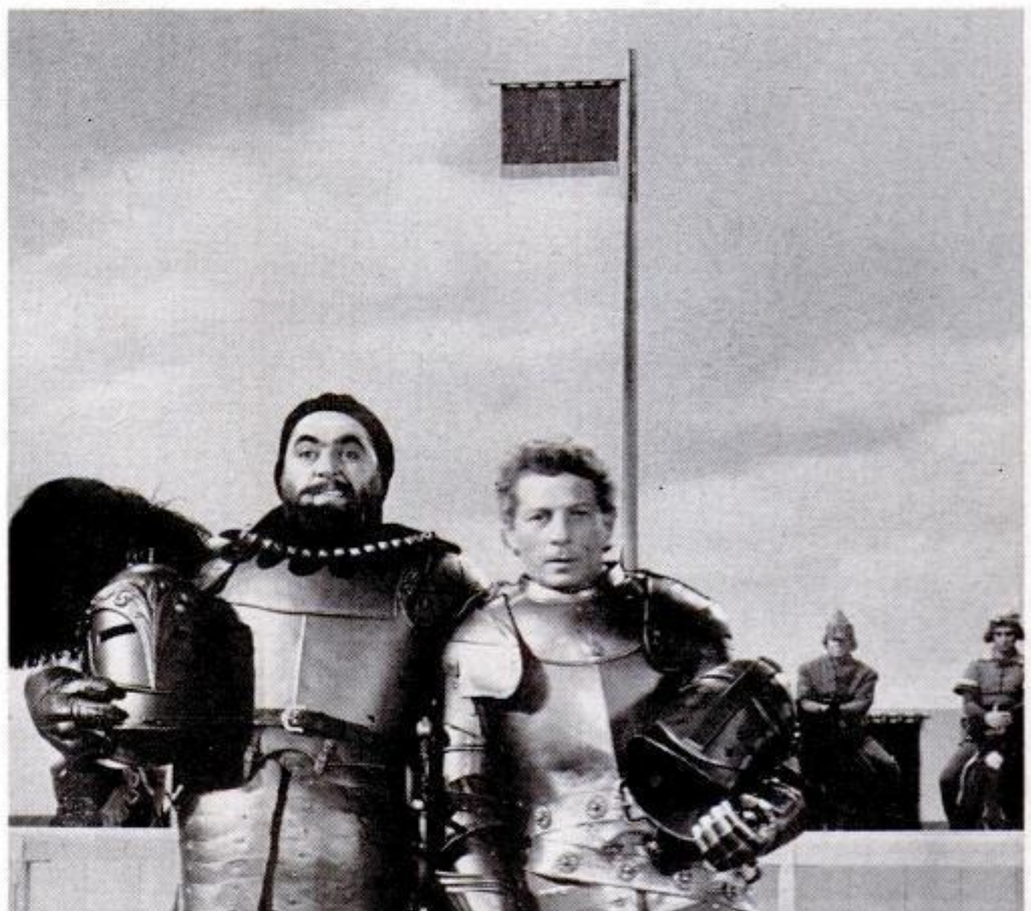
Money-back offer. Try the Kreml Method faithfully. If you are not entirely satisfied, mail Kreml label to J. B. Williams Company, Glastonbury, Conn.—tell us what you paid—and we will gladly refund your money.

Get Kreml Hair Tonic today. See how quickly Kreml makes your head *feel* better and *look* better!

KREML HAIR TONIC



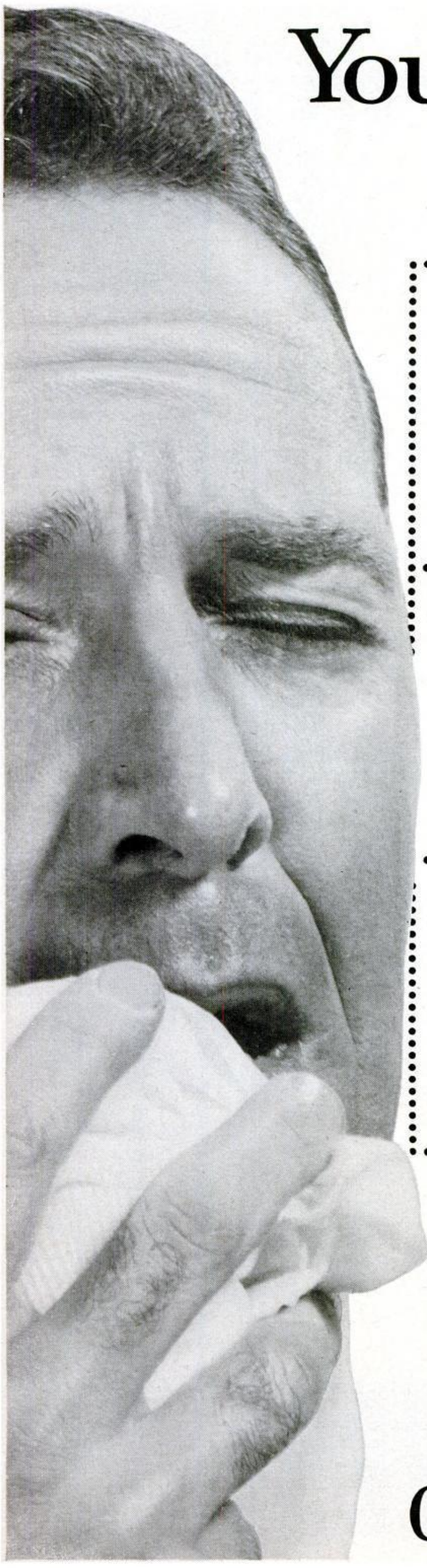
A HURTLING HELMET clangs against shoulder of freshly knighted Kaye, yanked by his magnetized armor from opponent when they meet before duel.



INSEPARABLE ENEMIES, Danny Kaye and grisly Sir Griswold (Robert Middleton) are unable to stay apart while making preduel bow to the king.

CONTINUED

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Your cold develops in 5 stages

1 SNEEZING, SNIFFLES AND STUFFY NOSE

Coldene contains one of the most-effective *antihistamines*, Methapyrilene fumarate. (Antihistamines are known to be exceptionally successful in attacking colds caused by *allergies*.) It is also helpful in relieving sneezing and stuffiness brought on by *other* types of colds. At the first stage,

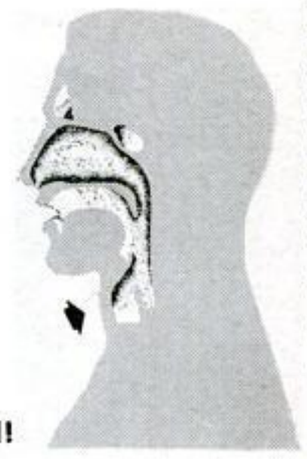
Coldene catches your cold!



2 SORE THROAT

Here two drugs in Coldene bring relief for irritated membranes and tickling sensations. Many remedies do not provide sustained relief from these miseries. In addition, a demulcent syrup soothes the raw surfaces of your throat. At the second stage,

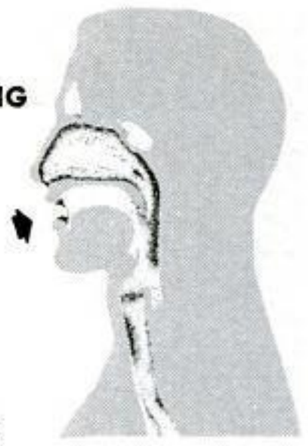
Coldene catches your cold!



3 CONSTANT COUGHING

caused by a sore or tickling throat. Coldene helps quiet nerves which produce coughing. And because it eases swallowing and reduces the tickling sensation, it helps bring relief. At stage 3,

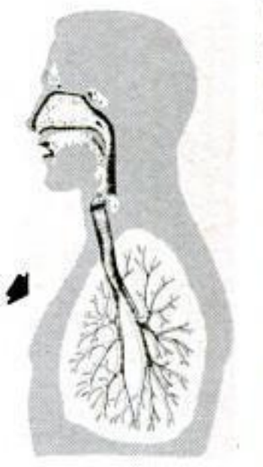
Coldene catches your cold!



4 TIGHT CHEST

occurs when irritated and inflamed bronchial membranes produce phlegm. At this stage, Coldene uses the expectorant, Ammonium chloride, to thin down and loosen the phlegm. Again—

Coldene catches your cold!



5 MUSCULAR ACHES

help create restlessness, increase nervous tension, retard slumber. The analgesic in Coldene is noted for helping to produce *sustained* relief from these torments. Other ingredients provide rest needed for normal recovery.

Coldene catches your cold!



SOLD ONLY IN DRUG STORES BY REGISTERED PHARMACISTS

$1.00



MOST POWERFUL COLD MEDICINE YOU CAN BUY WITHOUT A DOCTOR'S PRESCRIPTION

The common cold is not a simple ailment. It is a disorder which attacks various parts of your system, bringing a *variety* of miseries to *different* parts of your body as it spreads.

Coldene is unlike any cold-and-cough medicine ever offered over druggists' counters. For it doesn't rely on the limited powers of one or two ingredients, but *unites the powers of several* potent drugs . . . all in proper balance.

The pictures above show the *five stages* of the common cold, and also *how* the many effective ingredients in Coldene attack the miseries of your cold—*whatever its stage.*

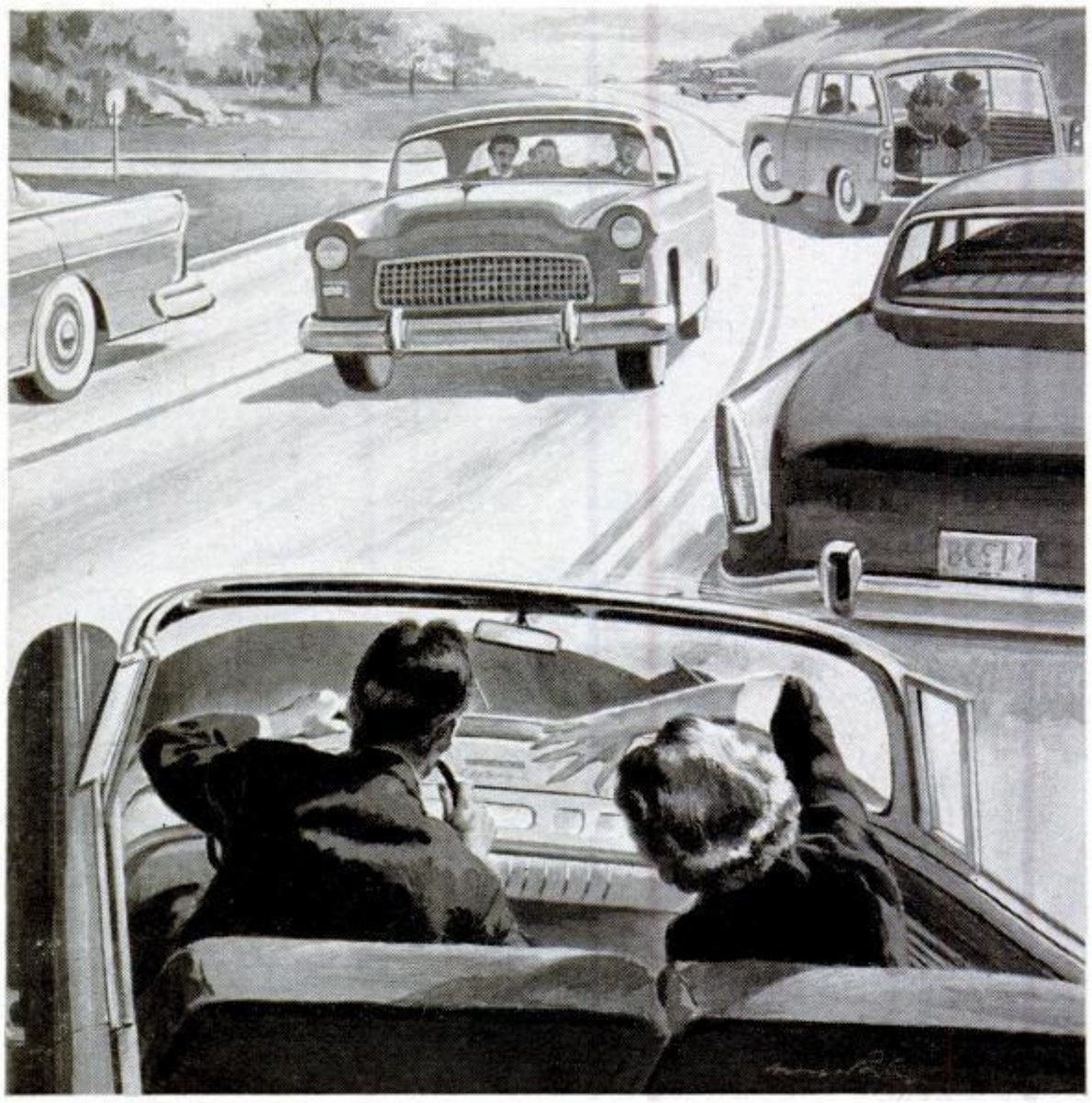
Coldene is a prescription-type medicine. It contains a powerful analgesic and nerve relaxer. And these, together with Ephedrine (a decongestant), plus Ammonium chloride (an expectorant), and Methapyrilene fumarate (an antihistamine), tell you why Coldene is so potent. Most powerful cold medicine you can buy without a doctor's prescription.

Again Coldene is different! Unlike hard-coated antihistamine tablets which may take a *long time to absorb*, Coldene is a liquid and *goes to work fast.* Nor do you wait for it to reach your stomach and be digested. For some ingredients in Coldene go to work the moment they touch your throat's membranes. And Coldene's liquid form distributes its relief-giving powers faster throughout the body.

Coldene catches your cold

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All I could do was pray...

(Based on Company File #HO-189KAL6133)

Peggy and I were driving East to attend our son's wedding. As we were moving briskly along, a car up ahead suddenly stopped.

I tried desperately to avoid the crash. But there just wasn't any escape. We were in a three-car smashup.

It was 25 miles to the nearest hospital. One ambulance couldn't take us all. Peg and several others were brought in by a local volunteer firemen's ambulance-rescue unit.

One of the rescue team stopped by the next day to see how we were. Our car, he told us, had been towed to a garage. He assured us our luggage was in safe hands. Would we like any of our things? He'd be glad to bring them over.

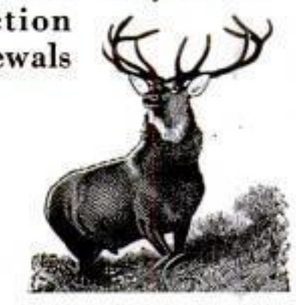
When he also offered to contact our insurance man back home in Nebraska I learned this new friend was the local Hartford Agent. Call it coincidence if you like—*we were insured with the Hartford!*

That's how we found out that the Hartford promise of "hometown service – anywhere" is no empty boast. For that Hartford man, who'd never heard of me until the day before, stepped right in and took care of all my problems.

He notified my own agent and the nearest Hartford Claim Office. He made out accident reports. Looked into charges the police had lodged against me. Cleared bail bond matters . . . filled in financial responsibility forms . . . checked with witnesses . . . obtained repair estimates on my car.

When you're hurt and in trouble—as we were – it means a lot to have so many worries taken off your hands! In fact, I feel this service was as valuable as the payment of our $300 medical bill by the Medical Payments feature of our Hartford Automobile Insurance.

You can see why my advice to anyone buying automobile insurance is this: *Put yourself in line for the same kind of help if it's ever needed, near home or away from home.* See your Hartford Agent now – or tell your insurance broker that you want *Hartford* protection when your renewals come up.

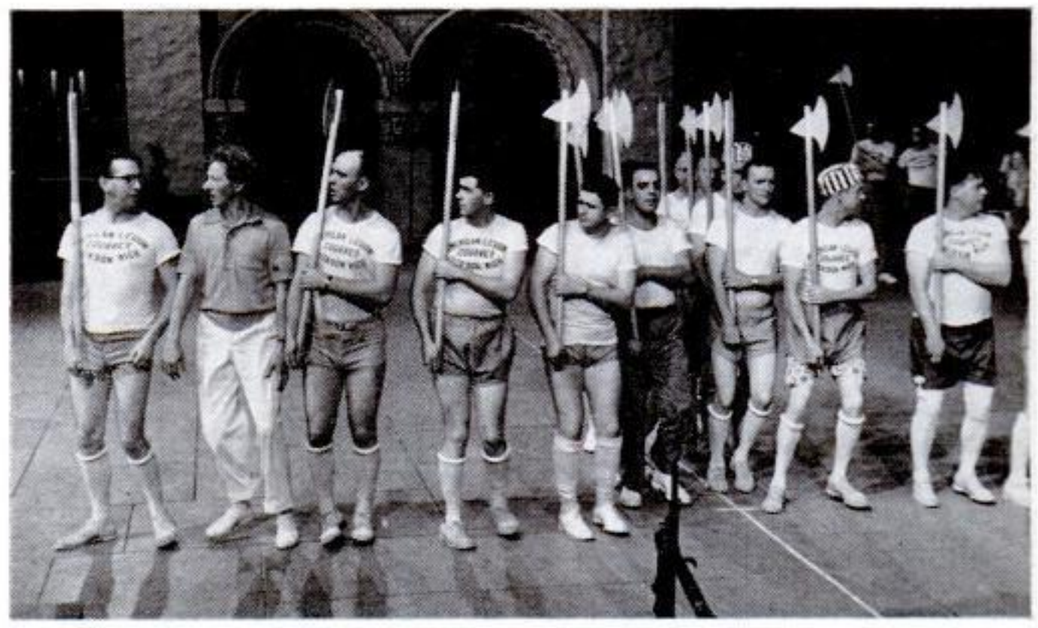


Year in and year out you'll do well with the

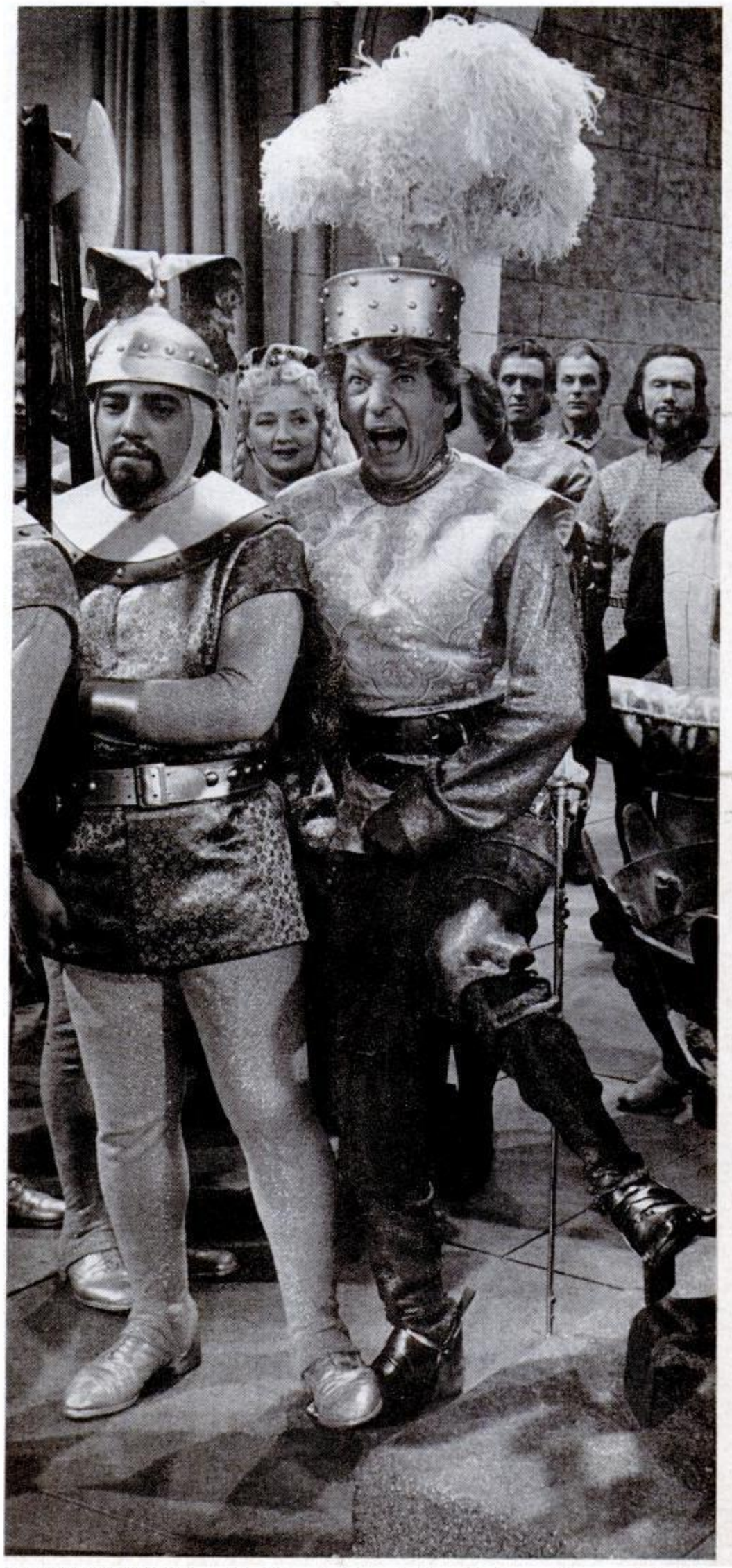
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Hartford Fire Insurance Company
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Northwestern Fire & Marine Insurance Company
Twin City Fire Insurance Company . . . ***Minneapolis 2, Minnesota***

COMIC KNIGHTHOOD CONTINUED



DURING REHEARSAL Kaye learns close-order drill from American Legion Zouaves team from Jackson, Mich., brought to Hollywood for marching scene.

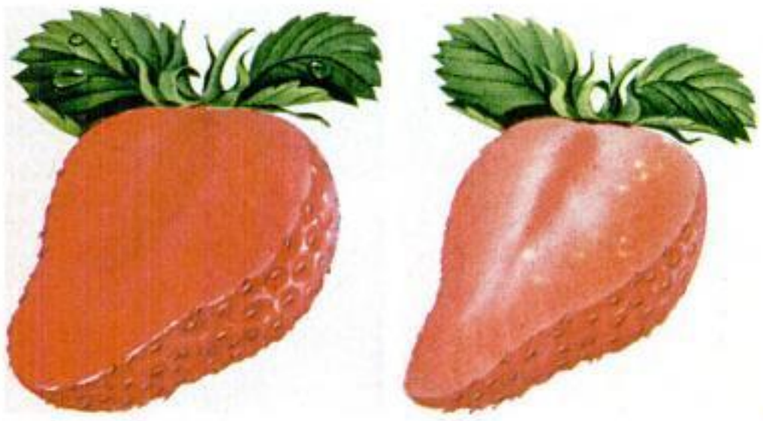


DURING MOVIE bumpkin Kaye is trampled by dead-pan Zouave in knighthood ceremony. His enemies make him knight so he can be killed in a joust.

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...with the top of the strawberry crop



Snow Crop®

Compare the Snow Crop Strawberry (left) with the ordinary pale, sour berry. Snow Crop Strawberries are West Coast berries—the sweetest, juiciest, reddest berries grown. And *flavor?* Full, succulent, mouth-watering! Snow Crop Strawberries are the top of the Crop!

It's a cinch to whip up a tempting wintertime shortcake with "top of the crop" Snow Crop frozen sliced Strawberries. So why wait? Wouldn't your family enjoy a wintertime shortcake—tonight?

The Top of the Frozen-Food Crop is

Snow Crop

WINTERTIME SHORTCAKE KIT



Bisquick* — For perfect shortcake every time, just add cream to new Bisquick. Looks and tastes homemade because it *is!*

Snow Crop — Snow Crop berries for "summer-delicious" shortcake! They're the top of the Strawberry Crop!

Reddi-wip — Reddi-wip, fresh pure cream, makes shortcake sensational! Whips itself. Costs under 2¢ a serving!

Wintertime Shortcake — Treat for the whole family! Strawberry shortcake made with Snow Crop frozen Strawberries!

*Product of General Mills, Inc.

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THE CAR SAYS "GO" AND THE PRICE WON'T STOP YOU!

Pontiac Covers The Field

Meet America's "first family" of hardtops—six gorgeous two- and four-door models, Catalina styled as only Pontiac can do it.

What a field to choose from: three price ranges, two wheelbases, two horsepower options and so wide a variety of colors and fabrics that virtually the only limit on your choice is your own imagination!

Here are cars that beg for action in every long, sleek, luxurious line! When you give them the nod to go—*they go*—like no car has ever gone before! You feel the instant surge of 227 blaz-

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With Hardtops

ng horsepower—smoothed almost beyond belief by Pontiac's exclusive Strato-Flight Hydra-Matic*.

While you're thrilling to the greatest "go" on wheels, you're relaxing in the solid comfort of Pontiac's spacious interiors, extra-long wheelbase and cradled ride. You enjoy, too, the safety of Pontiac's rugged construction and easy handling.

So when you're caught by the hardtop mood—and it likely will be soon—pay us a visit. You'll find exactly the car you want—at exactly the price you want to pay. **An extra-cost option.*

'56 STRATO-STREAK

PONTIAC

SEE YOUR PONTIAC DEALER

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Advice for a girl in love with a much younger man

Next to you, he loves peace and quiet and comfort best.

When he's very, very young, quiet carpet turns the sharp, startling clatters of housekeeping into a soft hum of activity.

When he gets a little older, carpet's softness turns his house into a big, warm and comfortable playpen that deals gently with the hundreds of falls of babyhood.

And when your baby grows up to be a cowboy, or an Indian, or a hurricane roaring through the house, carpet will not only provide safe, sure footing for him, it will be your best sound blotter for the hundreds of noises a cowboy, or an Indian, or a hurricane makes.

Carpet does so much to take care of your whole family, yet is, itself, so easy to care for – and it costs so much less than you may think. Wouldn't you like to have lovely new carpet on your floors?

See the new patterns and colors at your store now—you'll be glad you did.

Don't delay. Enjoy your carpet *while* you pay. Take advantage of new convenient budget terms offered by carpet retailers who represent these American manufacturers

ARTLOOM • BEATTIE • BIGELOW • CABIN CRAFTS-NEEDLETUFT • DOWNS • FIRTH • GULISTAN
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NYE-WAIT • PHILADELPHIA CARPET • ROXBURY • SANFORD • ALEXANDER SMITH
CARPET INSTITUTE, INC. • 350 FIFTH AVENUE, NEW YORK 1, N. Y.

Home means more with carpet on the floor – *more comfort • quiet • safety • beauty • easier care*

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FOR DEVOTION Facing heroic statue of Franklin, Eleanor Roosevelt (*standing, left*) accepts medal at a luncheon at the Franklin Institute. Philadelphia's Mayor Richardson Dilworth (*right of Mrs. Roosevelt*) praised her devotion to "the things which typify Franklin."

FETES FOR FRANKLIN

Medals and memorials mark his 250th birthday

To honor the memory of Benjamin Franklin on his 250th birthday, a year-long observance began last week in 49 countries with more than 500 learned societies, governments and institutions taking part. For the occasion the city of Philadelphia, where Franklin lived most of his 84 years, had struck two medals to be awarded to the man and woman deemed to have contributed most to better international understanding in the post-World War II decade. One went to Mrs. Eleanor Roosevelt in a ceremony at the Franklin Institute in Philadelphia (*above*). The other went to Sir Winston Churchill (*right*) who accepted it and drank a sherry toast to Franklin at the house where Franklin lived during his stay in London.

In Philadelphia dozens of wreaths, sent by President Eisenhower and other notables and by organizations, were placed on the Franklin grave. Medals were bestowed on societies and institutions that Franklin helped to found and on individuals for service and achievements that carried out the spirit of a great scientist-philosopher-patriot (*following pages*).



FOR SERVICE In London ex-mayor of Philadelphia, Joseph Clark, gives Philadelphia's Franklin medal to Sir Winston.

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You can own a magnificent Olympic combination at a low, low price! See these value-packed combinations, table models and consoles at your Olympic dealer today.



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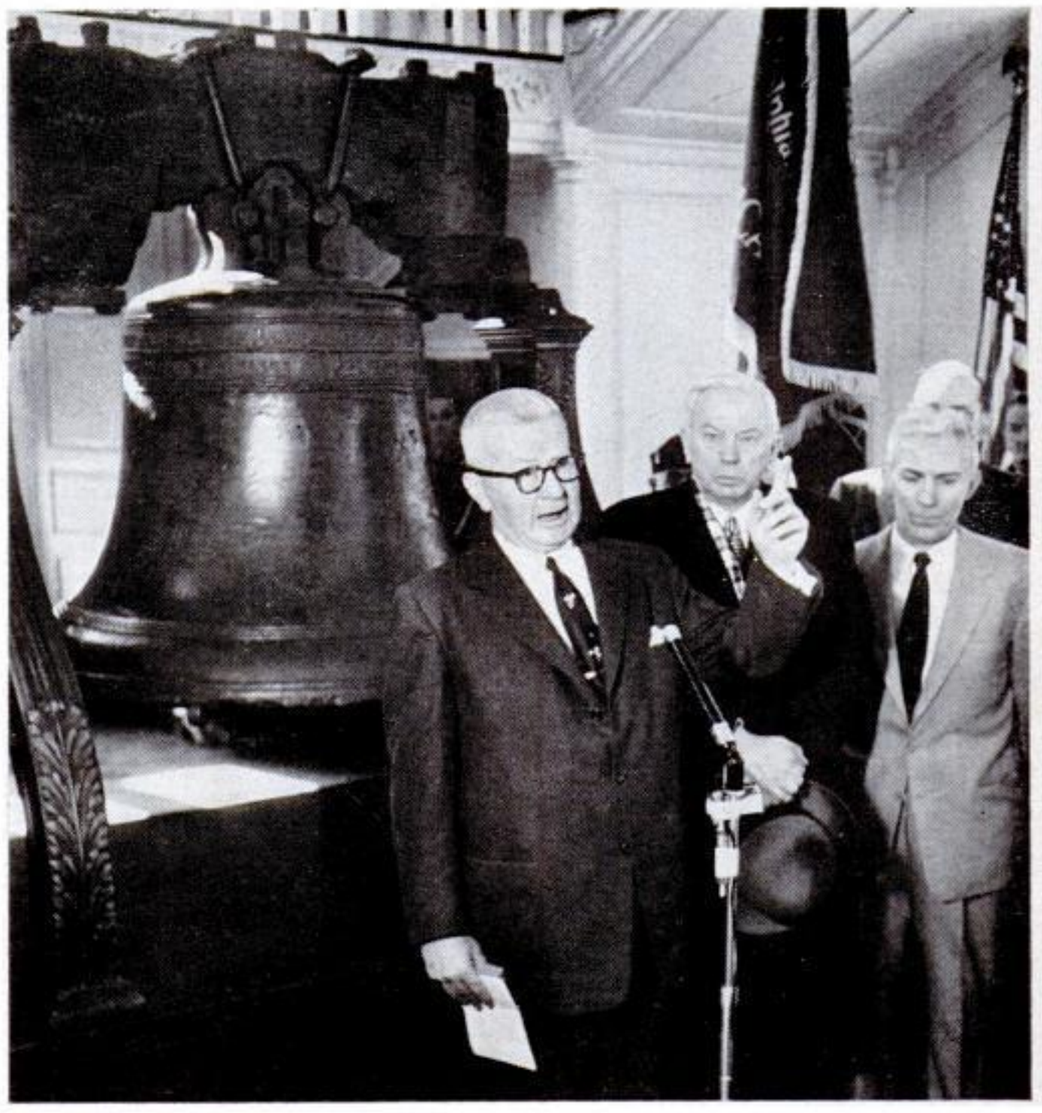
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FOR A HALL Standing beside the Liberty Bell in Philadelphia's Independence Hall, Pennsylvania's Senators James Duff (*left*), Edward Martin (*center*) preside at the presentation of a special congressional Franklin medal to building where independence was declared.



FOR LEARNING The American Philosophical Society in Philadelphia also received a congressional Franklin medal. At Society's hall scholars discuss Franklin papers. From left: Wilmarth Sheldon Lewis, Leonard W. Labaree, Roy F. Nichols, William E. Lingelbach.

CONTINUED

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Our Walker's DeLuxe butler directs Ralph Bellamy in an entertaining role

Star of countless films, Ralph Bellamy was recently glad to get expert direction in his private role of host. The best tip our butler, Robert, gave him: good drinks take fine whiskey—and finer bourbon than Walker's DeLuxe can't be found. One sip proved that to Mr. Bellamy—as it will to you.

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WALKER'S DeLUXE

BEST OF THE STRAIGHT BOURBONS — BY HIRAM WALKER

HIRAM WALKER & SONS INC., PEORIA, ILLINOIS

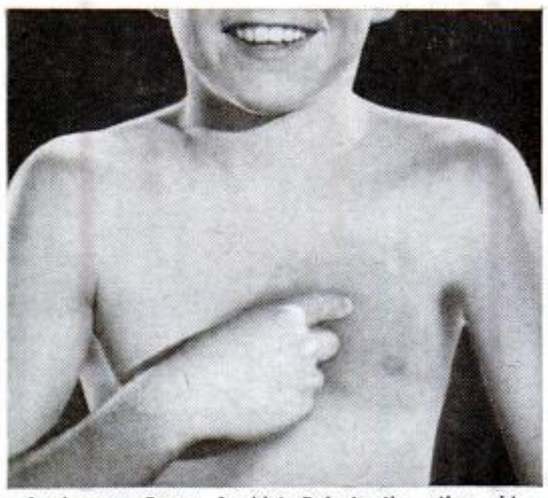


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New Chest Rub! So Deep-Penetrating You Can *SEE IT WORK!*



Make this test . . . see the proof! Apply any standard rub to one side of the chest. You will see no effect—no visible proof that the blood needed in the affected area is being stimulated!



Apply new Super Anahist Rub to the other side. Minutes after, you will see a healthy red glow on the skin—feel a tingling sensation of warmth—because of its deep-penetrating formula!

No other chest rub works like new *SUPER* ANAHIST Deep-Penetrating RUB

. . . to Stimulate Circulation . . . Help Loosen Phlegm . . . Break Up Bronchial Congestion of Colds!

Here is the first great improvement in chest rubs in over 3 decades, because it uses *your own body heat* to warm and soothe chest-cold miseries from *within.* Thus, it requires far less rubbing, needs no flannel or towels to maintain heat.

Get new Super Anahist Deep-Penetrating Rub . . . today!



And on Cold Tablets, Nasal Spray or Cough Syrup —the name SUPER ANAHIST means "Best Medicine for Cold's Distress"

Richer, Creamier,
AERO SHAVE
Saves 20¢ a Can!



Men, pocket a big 20¢ savings on the finest lather bomb of all! AERO SHAVE lather is Super-Rich—never thin or watery! Contains 3 beard Softeners for matchless comfort! So stop paying fancy prices. Get AERO SHAVE—only 59¢ for a 3 months' supply!

Not 79¢ . . Not 69¢ . . Only 59¢

Hinges S-Q-U-E-A-K ?

America's most popular remedy is 3-IN-ONE Oil—famous for over 60 years. Easily penetrates and frees stiff hinges and locks. Gives lasting lubrication and rust protection. Leaves no gummy deposit.

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TUMS 10¢
FOR ACID INDIGESTION
GUARANTEED TO CONTAIN NO SODA

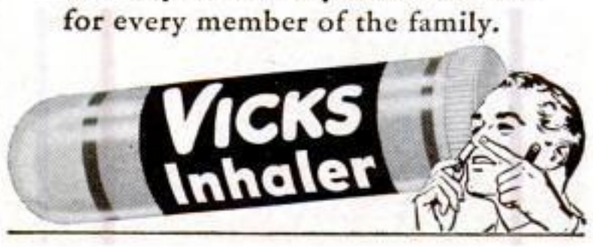
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Charmette
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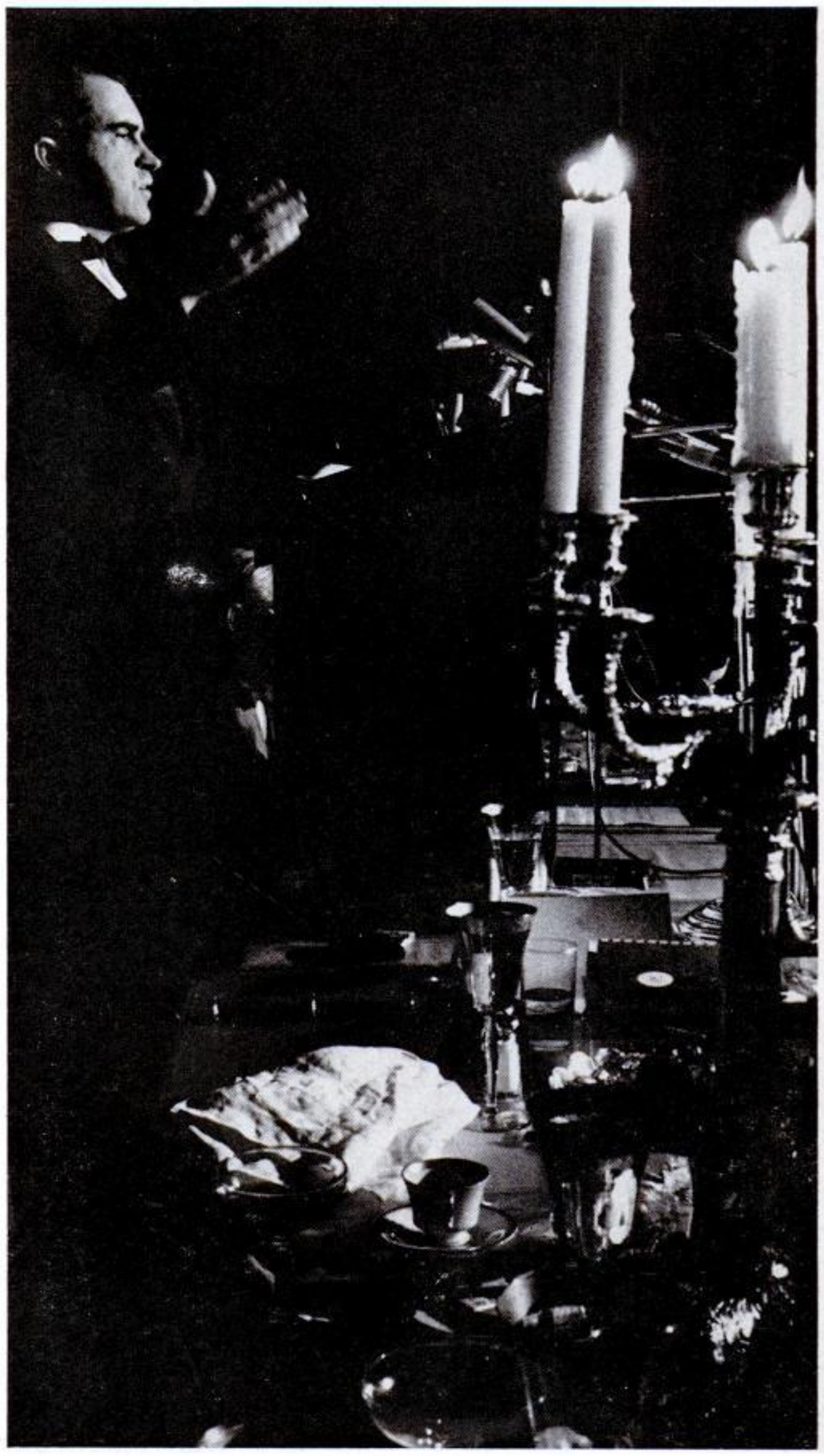
When your nose feels stuffy . . .



GET BREATHING COMFORT *IN SECONDS*

Just a whiff—and stuffy nose goes! Use anywhere—anytime. Get one for every member of the family.





FOR GOODWILL Vice President Richard Nixon accepts the annual Poor Richard medal at a candlelight dinner in Philadelphia given by Poor Richard Club on its 50th anniversary. The medal is for outstanding contributions to international understanding and goodwill.



FOR A BRIDGE New Jersey's Governor Robert Meyner unveils a plaque at a Camden, N.J. ceremony at which the Delaware River Bridge, built in 1926, is renamed the Benjamin Franklin Bridge. A similar plaque was dedicated at the Philadelphia end of the bridge.

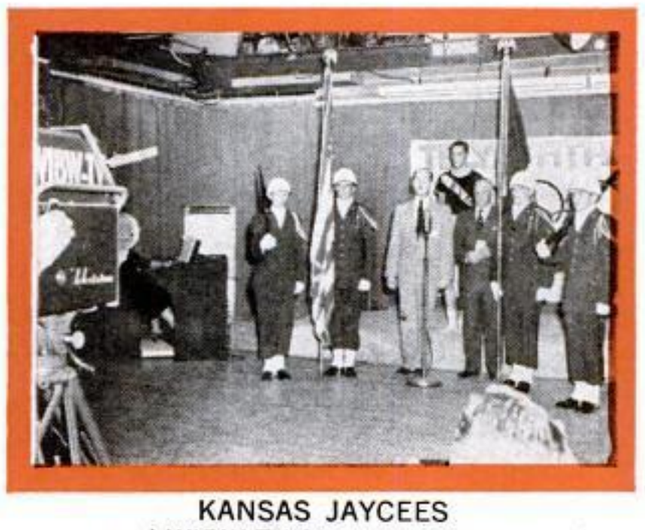
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EVERYBODY'S IN THE ACT!

During the past two years everybody got into the act to raise carfare to send our Olympic teams to Cortina, Italy this month and to Melbourne, Australia next November. Sports, service and youth groups all over the United States, working with the Olympic Committee, LIFE and the Jaycees, have been sponsoring enterprising and imaginative events to raise the necessary money.....



VICE-PRESIDENT NIXON
Proclaims National Olympic Day...



KANSAS JAYCEES
and WIBW-TV Stage Telethon...



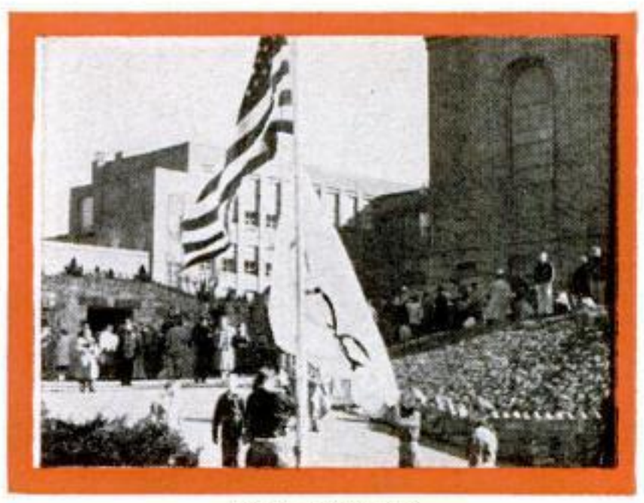
COLLEGE MASCOT
Invites Olympic Contributions...



ART LINKLETTER MC's
Hollywood Fund-raising Dinner...



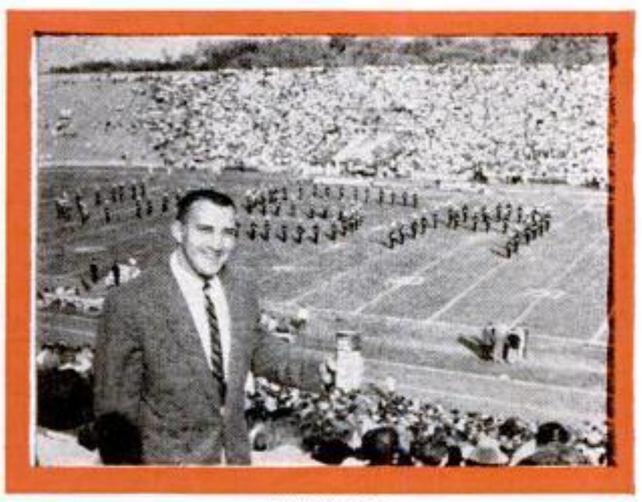
OLYMPIAN "BABE" ZAHARIAS
Backs Florida Olympic Drive...



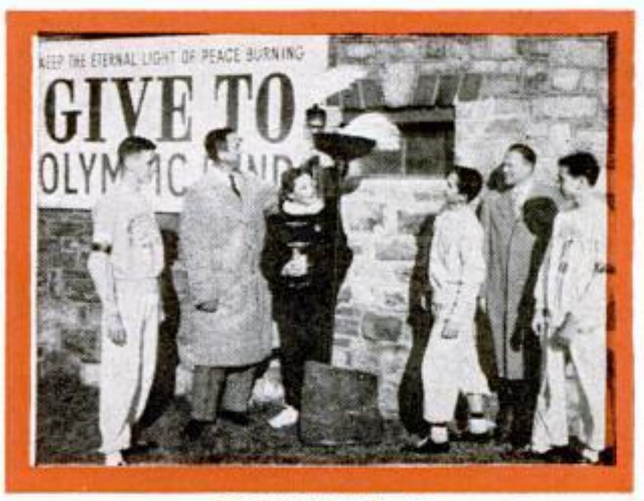
BOY SCOUTS
Raise Olympic Flag In Pennsylvania...



RICHMOND, CALIF. KIWANIS, LIONS
Launch National Drives...



JAYCEES
Collect at U. of Kansas Game...



POTTSVILLE, PA.
Olympic Hopefuls Light Olympic Torch...

Fund-raising events like those above enabled a top-notch U.S. team to represent us at the Pan American Games in Mexico City last spring. Now, we're well on our way to financing U.S. team participation in the '56 Olympic Games—thanks to you!

There is still a lot more work to be done before all the canisters are filled with all the silver needed. And we're confident that the American public, which has become so Olympic spirited in the past two years, will continue to fill them during '56.

Remember, we have to be there to win—and with your continued help the best equipped teams in our history will represent us in the Olympic Games.



Prepared by **LIFE** *as a public service.*

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I took his picture when he was just an hour old...

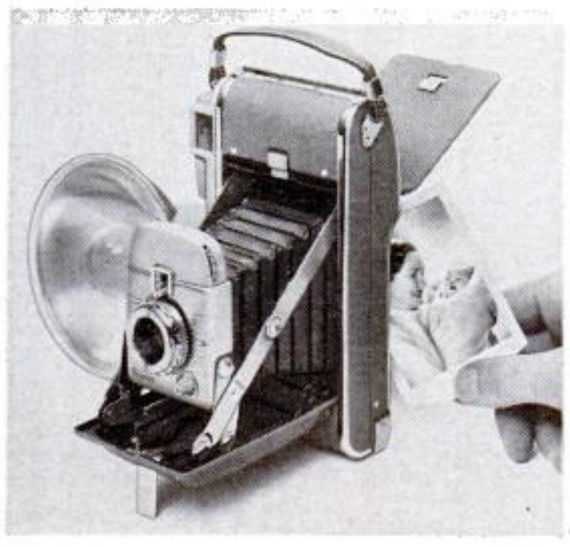
and showed it off at the office that same morning!

Taking a picture of the brand-new baby and showing it to your friends as you hand out the cigars is only one of the things you can do with the amazing Polaroid Land Camera. For here is the only camera in the world that lets you take a picture one minute and see it the next. Just imagine the fun you can have at parties, picnics, holidays, weddings . . . when everybody's right there to pass the pictures around as fast as the camera can turn them out.

With the Polaroid Land Camera, you are *sure* to capture the excitement of every special occasion, the charm of any passing scene. Because with this camera, the guesswork is gone. None of that waiting and wondering how your shots turned out. With *this* camera, if a shot doesn't come out exactly the way you want it, just snap another one, then and there.

POLAROID®
Land
CAMERA
now with remarkable new film

And what quality you get in today's Polaroid Land pictures! There's a great new panchromatic film, so fast you can shoot beautifully sharp pictures in one-fourth the light you used to need. Pictures with the richest blacks, the snowiest whites you've ever seen! And pictures taken with this new film *last* like any fine prints. Naturally, you can get all the copies and enlargements you want.



Know what one of these cameras will cost you? Only $69.95, or $1.19 a week. Every camera dealer in the country is equipped with a demonstration model. Drop in, he'll show you how, let you take a couple of pictures yourself. You'll be amazed at how simple this camera is to work.

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PLAYING A PAIR OF MIND READERS ON TOUR IN CZECHOSLOVAKIA, THE LUNTS TAKE BOWS AT END OF THEIR ACT WITH THE GUSTO OF OLDTIME TROUPERS

Hocus-pocus by the Lunts

IN 'THE GREAT SEBASTIANS' THE PAIR REVELS IN MIND-READING ACT

Years ago, when Alfred Lunt was playing vaudeville with the great Lily Langtry, he was fascinated by a mind-reading act on the same bill. He often described it to his wife, Lynn Fontanne, who suggested to Playwrights Howard Lindsay and Russel Crouse that they whip up a comedy about mind readers. The result is *The Great Sebastians*, which opens with Miss Fontanne blindfolded on stage while her husband walks through the actual audience holding up objects which she mysteriously identifies.

The play, set in Prague in 1948, goes on from the mind-reading act to a Communist general's house where the Sebastians are invited to entertain. When it turns out they were friends of the late anti-Communist President Masaryk, they are held captive and escape only by using their tricks (*p. 112*). Though the play is no masterpiece, the Lunts, as elegantly skillful as ever, are so clearly having the time of their lives with hocus-pocus that the audience too has a fine time being bedazzled and bamboozled.

AS PART OF THE PLAY, ALFRED LUNT SELECTS VARIOUS OBJECTS FROM THE AUDIENCE WHICH ARE DESCRIBED BY LYNN FONTANNE, BLINDFOLDED ON STAGE



CONTINUED

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New Hospital Proof

Gentle **EX-LAX HELPS** you toward **YOUR NORMAL REGULARITY!**



NEW SCIENTIFIC TESTS in one of the world's largest hospitals prove it again! The regulating ingredient found only in a laxative like EX-LAX helps, and continues to help the next day, toward your normal regularity! No habit forming routine ever recommended.

AT NIGHT, take pleasant-tasting EX-LAX for constipation. Its gentle effective action won't disturb sleep.

NEXT MORNING, enjoy the closest thing to natural action. No upset. No discomfort. No embarrassing urgency.

THE FOLLOWING DAY, EX-LAX continues to help you toward your normal regularity! You seldom, if ever, have to repeat EX-LAX the next night!

Buy The New 75¢ Economy Size and Save up to 45¢.
Also in 15¢ and 35¢ sizes.



GOT A COLD *and need a laxative?*
EX-LAX "gets along" with cold remedies you may be taking. Does not carry off fluid and food with their vitamins and minerals.

MORE PEOPLE USE EX-LAX THAN ANY OTHER LAXATIVE

Now New, Improved

MUSTEROLE WORKS FASTER

to break up chest cold tightness!

This is great news worth shouting about: Now New, Improved Musterole has a special ingredient which goes where it hurts, with rapid relief for the discomfort of deep-down pain and inflammation due to chest colds! You can now get deeper, greater relief sooner than ever before — with New, Improved Musterole! You can just *feel* new Musterole's amazingly speedy action.

First, its penetrating medication helps unkink stiffness and muscular aches, helps relieve pain better. Secondly, Musterole's *permeating heat* helps break acute upper bronchial congestion. Thirdly, its *vaporized heat* starts loosening nasal and throat congestion, helps clear up stabbing chest coughs due to colds—because its vapors rising from the chest are highly medicated. Many *doctors* have recommended Musterole for years!

You'll welcome its warmth, too. Musterole acts like a soothing sunny poultice on aching chest, throat and back, practically "bakes out" cold.

It's the *only* rub in three different strengths—*all* are new and improved: Child's Mild, Regular for adults, Extra Strong for severe cases. Musterole with its new special ingredient is *still* the same price. Insist on New, Improved Musterole. Get it today.



COVERMARK
by *Lydia O'Leary*
Completely covers burns, scars, white patches, brown spots, birthmarks, any skin discoloration. Available in shades, $2.50 a jar.
No federal tax. At fine department and drugstores.

WATERLESS Bath Avoids Colds!
PULVEX
Luster Foam
DRI-SHAMPOO



QUICK 'N' EASY!
Foam it on...towel it off... your dog's coat is clean, soft and dry in seconds. Banishes "doggy" odors! *Kills fleas, too!* 3-month supply, **only $1.49,** at all leading pet, drug and department stores. *Another* PULVEX *Pet Care Product from COOPER, Chicago 14, Illinois*

HOLLYWOOD sani-brown
INSTANT SHINE
For the BRIGHTEST Shoes they've EVER had!
Makers of the famous Sani-White

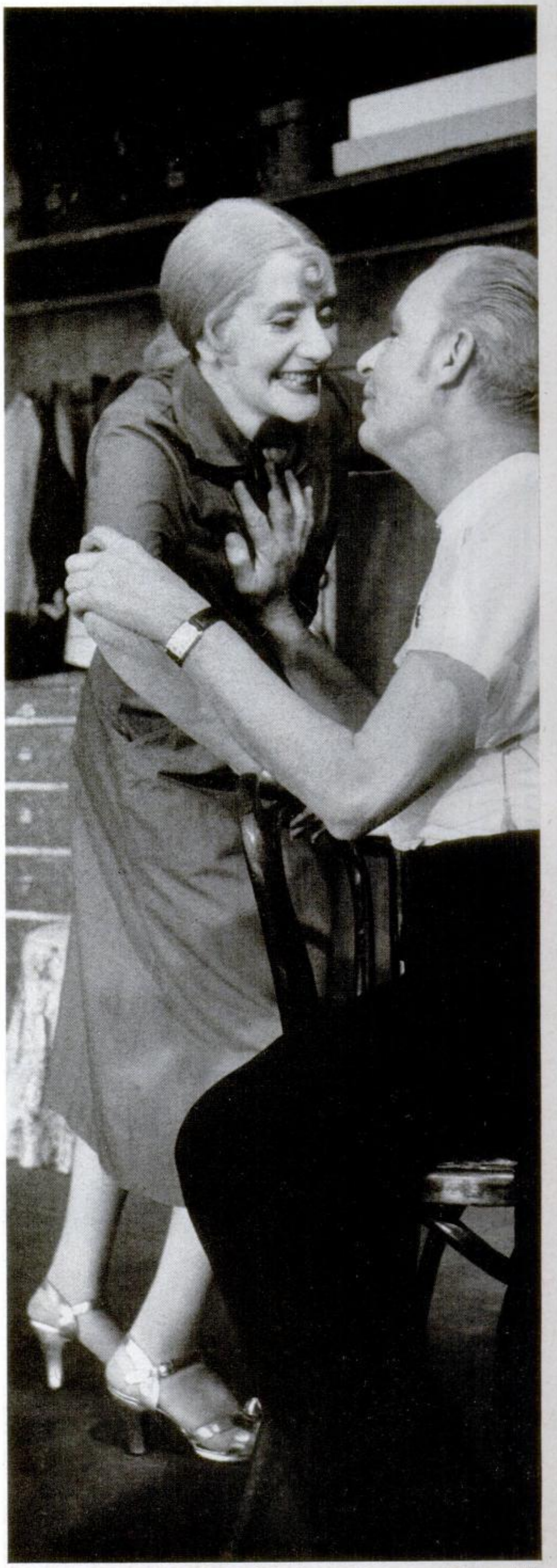


World's Largest Selling Medicated Family Powder
Soothes itch of Minor Rashes, Chafe, Diaper Rash, Athlete's Foot
39¢—SAVE MORE ON LARGE 79¢ SIZE
A PLOUGH PRODUCT



FOR **SHRIMP** IT'S **A·1 SAUCE**





AFTER MIND-READING ACT, Sebastians get into an amiable squabble as they prepare to pack up and leave Czechoslovakia. He upbraids her because that night on the stage she had forgotten code word "quickly," meaning key.

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Exquisite Form gives you X* APPEAL

(*X = GLAMOUR PLUS COMFORT)

Worth pawning jewels for... HI·LOW WITCHERY with gentle-touch ribbon wire†!

Diamonds notwithstanding . . . your best, best friend is Hi·Low Witchery. It moulds you, holds you in the most alluring glamour curves; gives you X* appeal from dawning to yawning!



The fabulous, exclusive Ribbon Wire is light as a feather, flexible as a willow, lies comfortably flat under each cup. Can't mark your fair, fair skin like old-fashioned round wire. And Hi·Low Witchery spares you the unkindest cut of all; there's *no* connecting wire at the Divide, to cut or dig . . . each cup is individually Ribbon-Wired. Try this gem of a bra soon; it's worth a fortune to your figure.

A, B, C *and* D cups in bandeau and longline styles. White or black nylon lace bandeau, *$5.* White or black embroidered cotton bandeau, ***$3.50.*** D cups slightly higher.

Exquisite Form

brassieres give you X appeal*

†T.M. Reg..

At your favorite store, or write Dept. L-2, Exquisite Form Brassiere, Inc., 159 Madison Avenue, New York City for store nearest you.

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"Those poor devils are dying"

Mustachioed, bulky and calm, Jack Philip stood on the bridge, watching his gunners pour fire into the Spanish men-of-war fleeing Santiago harbor.

A few days before, when another American ship had accidentally fired at the *Texas*, Philip had signalled: "Thanks, good line, but a little over."



Now enemy shells were whistling over his head from desperate vessels doomed to destruction. As the *Texas* raced past the flaming, riddled hulk of the *Vizcaya*, that Spanish battleship exploded.

Instantly, a great victorious shout sprang up on the *Texas*. But Philip quickly silenced it:

"Don't cheer, men; those poor devils are dying."

A bold captain who ran a happy ship, Jack Philip was something of a friendly hero to his men. But this one sentence, more than all his bravery, made him a hero of the Spanish-American War to millions.

For Americans prize gallantry. Gallantry is part of the great heritage—part of the strength—of the American people. And today, it is this strength—the strength of 165 million Americans—which forms the real guarantee behind one of the world's finest investments: U.S. Series E Savings Bonds.

That's why it's such a good idea for any American—for you—to buy Savings Bonds, to buy them regularly, and to hold on to them. Start today!

★ ★ ★

It's actually easy to save money—when you buy Series E Savings Bonds through the automatic Payroll Savings Plan where you work! You just sign an application at your pay office; after that your saving is done *for* you. The Bonds you receive will pay you interest at the rate of 3% per year, compounded semiannually, when held to maturity. And *after* maturity they go on earning 10 years *more*. Join the Plan today. Or invest in United States Savings Bonds regularly where you bank.

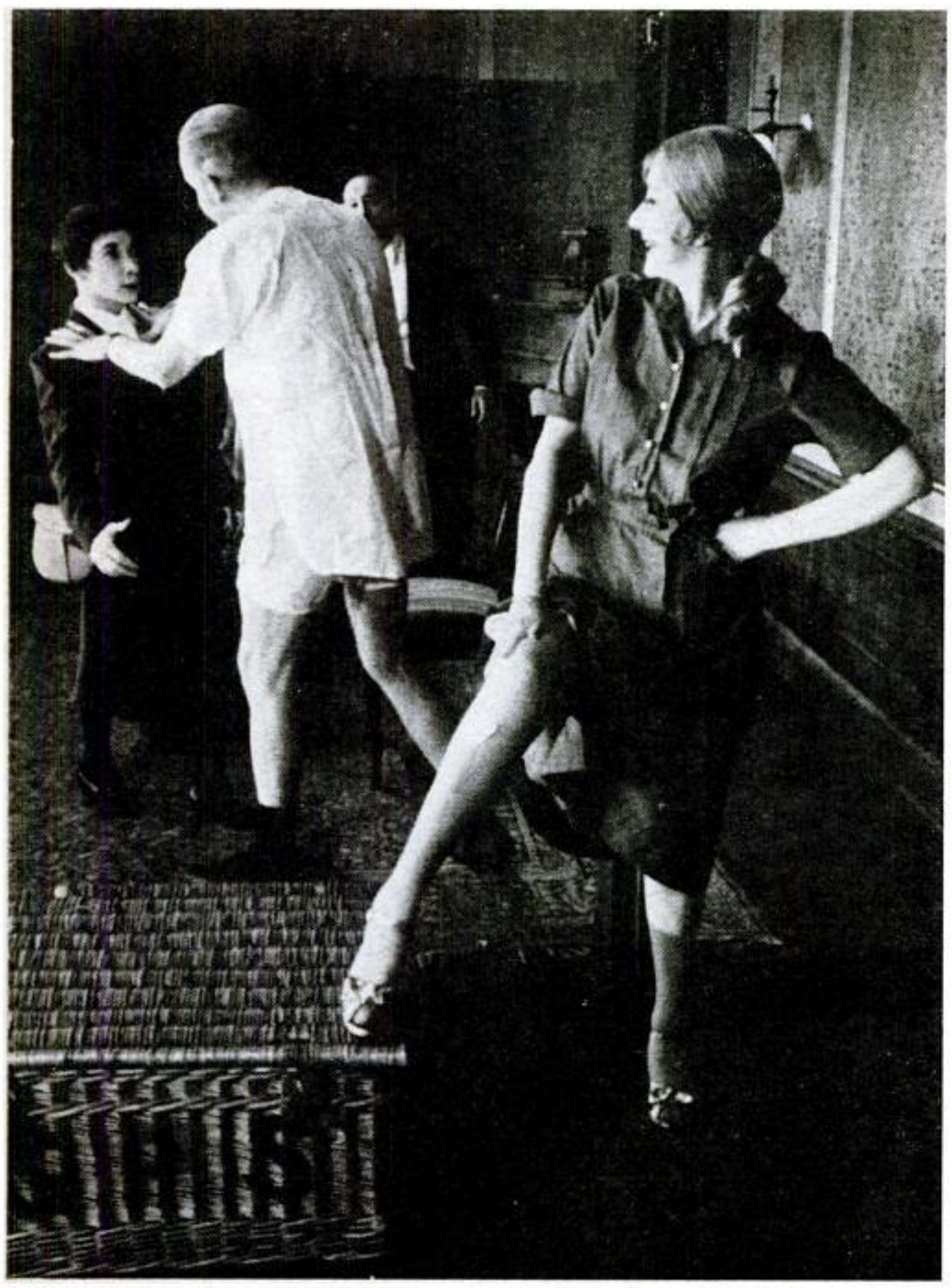
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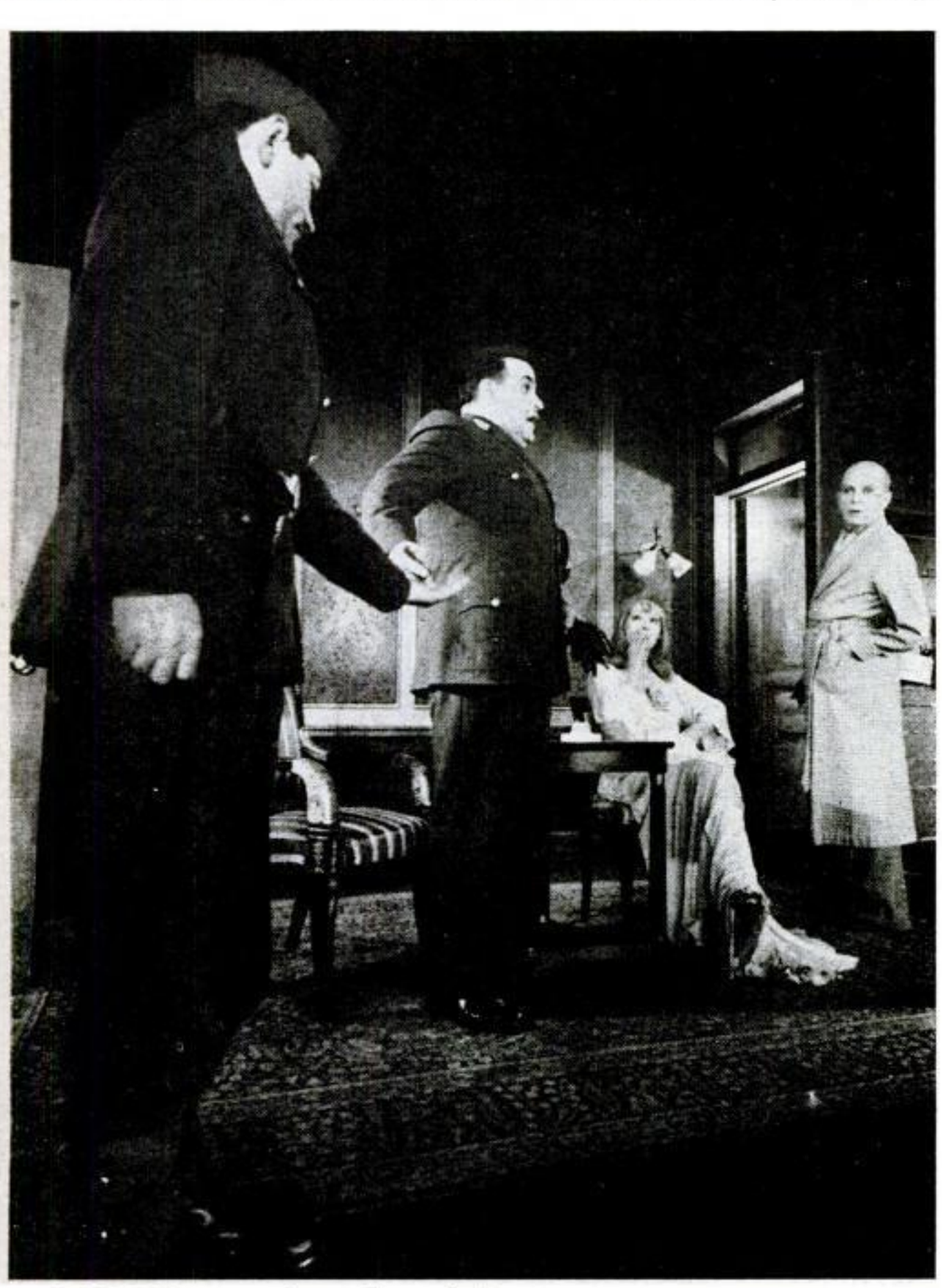
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LUNTS' HOCUS-POCUS CONTINUED



BUREAUCRATIC TROUBLES engulf the Sebastians when lady representative of Cultural Action Committee invades dressing room and demands 25% of their salary. As Sebastian fends her off, his wife hides money in stocking.



LUCKY BREAK convinces General (Ben Astar) of pair's power. Chauffeur wants car key. Before he asks for it, general says, "Go quickly." At "quickly" Madame automatically says, "Key," general thinks she reads chauffeur's mind.

CONTINUED



My girl can't knit socks like the Governor!

What a girl. Cooks, bakes, dresses like a dream. But she can't knit socks like the Governor ribbed stretch sock. Nobody can. In the Governor, Esquire Socks has a new weight, 100% nylon that gives the kind of one-size neat fit you dream of, the kind of long wear you need. And it comes in a wonderful range of 21 tasteful colors. The moral of this story? A woman's place is in the home, away from her knitting. The Governor's® place is in a gold and black "Golden Treasure" box, at $1.

ESQUIRE SOCKS®

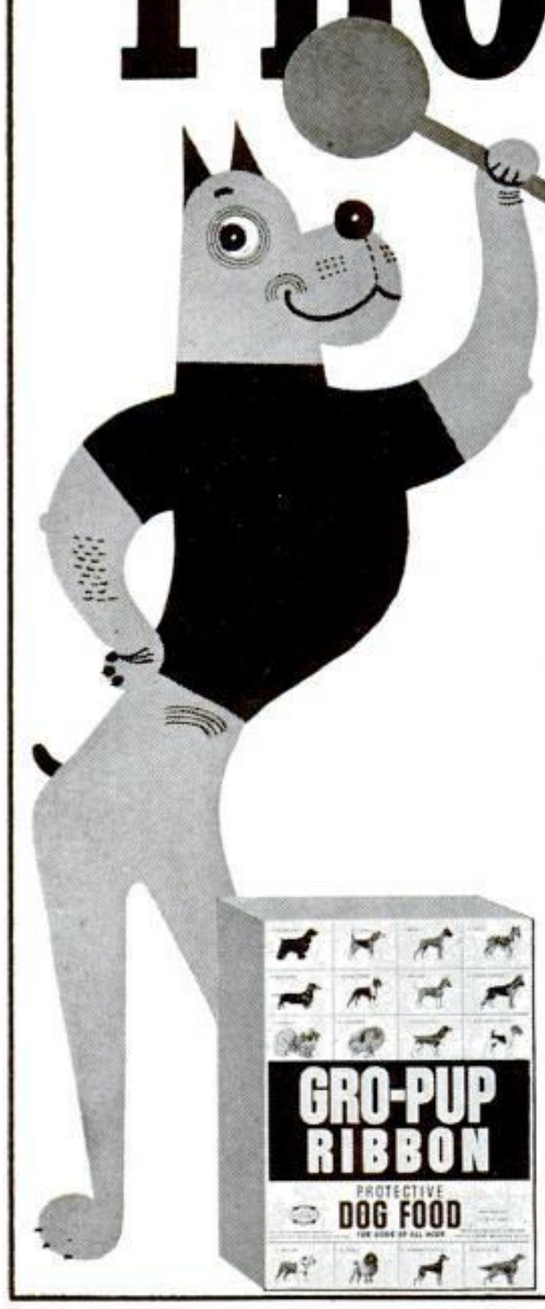
"the smartest thing on two feet"

Division of Chester H. Roth Co. Inc., Manufacturers, N. Y. C.



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PROTEIN



GIVES DOGS THAT LEAN LITHE LOOK

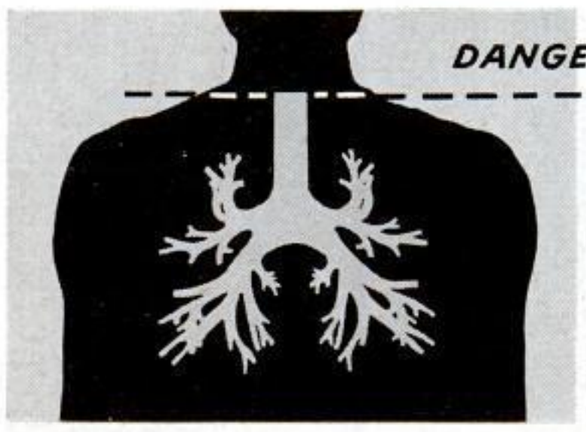
Gro-Pup, the high protein dog food, gives your pet the kind of protein he needs to build and maintain firm flesh and muscle—keep trim and lively. Feed Gro-Pup daily—contains about twice as much protein as most canned dog foods.

GRO-PUP
HIGH PROTEIN DOG FOOD

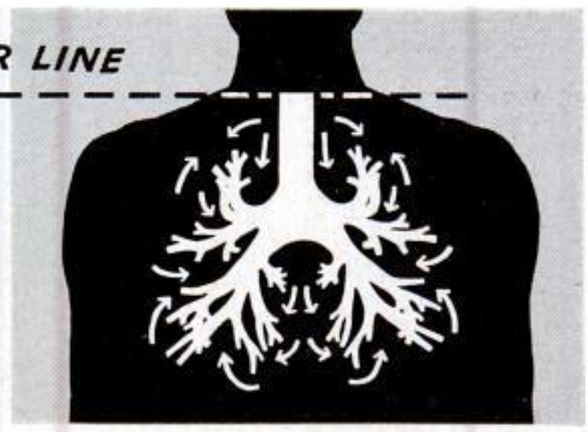
TESTED AMERICAN VETERINARY MEDICAL AND ANIMAL HOSPITAL ASSOCIATIONS APPROVED

AT LAST! A cough syrup that speeds relief into the "Danger Zone" to help

CLEAR UP COUGHS EVEN BRONCHIAL COUGHS!
DUE TO COLDS



Ordinary cough syrups do not act below the "Danger Line" to effectively clear out clogged bronchial tubes. Serious illness may result.



Wonder action of Super Anahist Cough Syrup penetrates deep into the bronchial area, acting instantly to help clear out the clogged tubes.

New *SUPER* ANAHIST Cough Syrup with VITAMIN C does what no ordinary cough syrup can do:



1. It penetrates deep into the bronchial area to help break up worst congestion fast!
2. Relieves bacterial allergies of colds to relieve sniffles, sneezes as well as cough.
3. Loosens hard, clotted phlegm —and brings it up.
4. Relieves cough "tickle"— soothes throat lining fast!
5. Helps you get to sleep— without drugging.
6. Has no medicine taste— children love it!
7. Helps build back lowered resistance, with Vitamin C.

Result: You stop those severe coughing spasms—expel deep congestion—feel better and sleep better, too.

And on Cold Tablets, Nasal Spray or Chest Rub the name SUPER ANAHIST means "Best Medicine for Cold's Distress"

TRICKS OF MENTAL MAGIC

The Great Sebastians use all the old mind-reading tricks. In the play they keep a secret file on notables who might turn up in audience, so they can seemingly peer into their private lives. They also use an elaborate "word code." When Lunt takes an object from a member of the audience and holds it before his blindfolded partner he tips her off by the wording of his question. For example, "What is this?" means *watch*. "Madame, can you tell me?" means *fur coat*. "And now, Madame?" means *handbag*. To transmit color of bag, he goes on, "but the color?" (rising inflection) means *black*. "But the color?" (falling inflection) means *blue*. "Do you recognize the color?" means *red*. The Lunts have so much fun developing their code for *Sebastians* that they continually invent new signals to try out on the audience.



AS CAPTIVES of general, who had invited them to perform, team puts on an act, convinces him they know so much of his secret plans he helps them flee.



LAST TRICK, after Sebastian is handcuffed to the grill, occurs as he says, "quickly." Taking cue, she steals handcuff key in scuffle, gives it to him in kiss.

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New wonder of nutrition found in the fresh orange

The BIO-FLAVONOIDS, mysterious yellow substances in the "meat" of the fruit, affect your family's health in a special way all their own

The list of health values in the fresh orange has continued to mount through the years . . . vitamin C, pro-vitamin A, B vitamins, minerals, amino acids, the remarkable protopectins.

Now the bio-flavonoids are making front-page news. Science knows now that the bio-flavonoids, when teamed with vitamin C in oranges, fortify body health from childhood to old age in a new way largely overlooked in the past.

They have a direct effect *on the capillary system* . . . the millions of tiny blood vessels that nourish every part of your body. They help keep these tiny vessels strong and elastic . . . *efficient* in their job. They also strengthen weak capillaries. Thus, when combined with other factors in the fresh orange, they have an important bearing on the prevention of disease, the way your children grow, the way *you* look and feel!

One Sunkist Orange a day gives you a rich supply of bio-flavonoids. They are abundant in the *fresh* orange but not in processed juice. Like the recently announced protopectins, they are found almost entirely in the "meat" of the fresh orange. And they are scarce in most other foods.

Shouldn't you see that each member of your family eats one fresh orange every day?



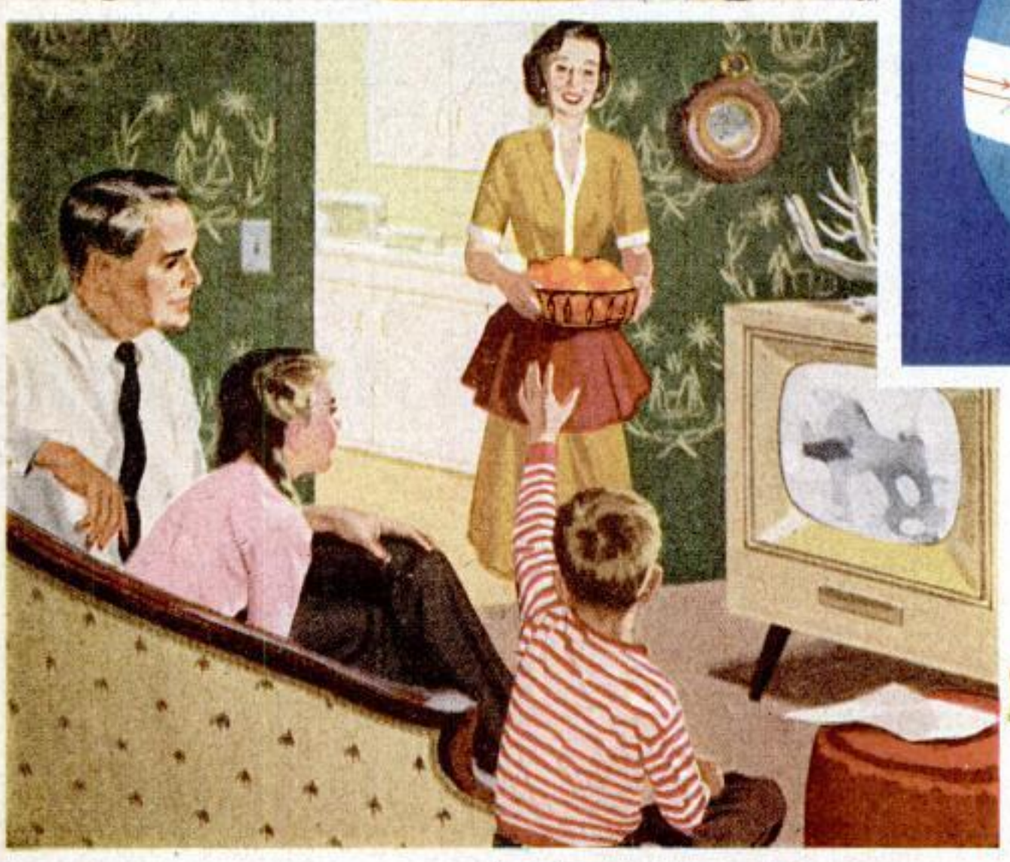
Healthy children. The bio-flavonoids team with vitamin C and many other values in fresh oranges to do a better job of building sturdy bones and strong muscles, developing sound teeth and gums, fighting colds and infections.

60,000 miles long! Your capillary system would circle the earth 2½ times. It's little wonder doctors say, "You're only as young as your capillaries."

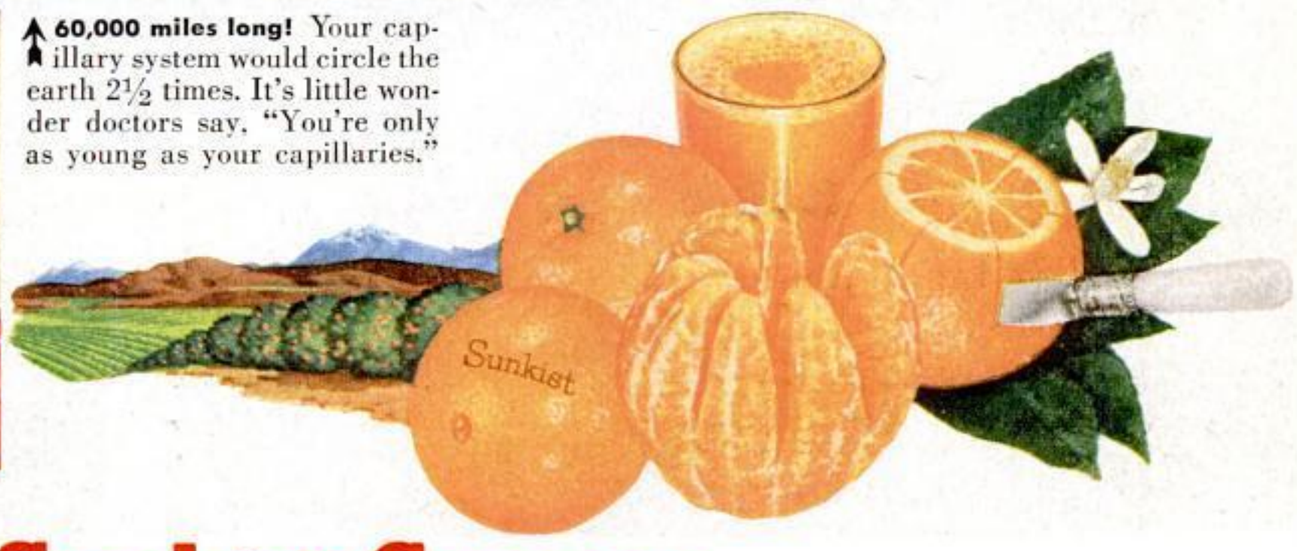


Your own good health. The bio-flavonoids work with vitamin C in fresh oranges to keep your capillary system young, to give you extra energy and the glow of health.

Sunkist Navel Oranges are wonderful eating. Easy to peel, no seeds, richer flavor. How fortunate that this luscious fruit is so important to health. Look for the name Sunkist on the skin.



Nothing so easy to serve as Sunkist Navel Oranges! *Just hand them out*—after school, after meals, at TV time. When you squeeze them for juice, don't strain it. Keep the healthful solids that contain the bio-flavonoids and so many other values.



Sunkist Growers *California-Arizona Navel Oranges*

Eat whole fresh oranges—drink whole fresh orange juice!

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PLYMOUTH BELVEDERE V-8 4-DOOR SEDAN

Drive the cars that do things for you.



THE FLIGHT-SWEEP, newest note in design, wraps up the idea of *go* in one stroke from headlight to upswept tail!

Never have the differences between new motor cars been so great as they are today. And the differences are all in favor of the owners of THE *FORWARD* LOOK '56 cars!

While other cars have kept to their 1955 styling, THE *FORWARD* LOOK '56 cars are sure to win your heart with a design that's borrowed from tomorrow: The Flight-Sweep!

While other cars stand pat with selector levers on the steering post, THE *FORWARD* LOOK '56, after years of successful testing, brings you sensational, *new* Pushbutton PowerFlight!

While other cars retain conventional brakes, the cars of THE *FORWARD* LOOK '56 make driving surer, safer with *new* Hydraulic Braking Systems!

While other cars stay with their part-time power steering, THE *FORWARD* LOOK '56 offers the incomparable ease of *full-time* Power Steering!

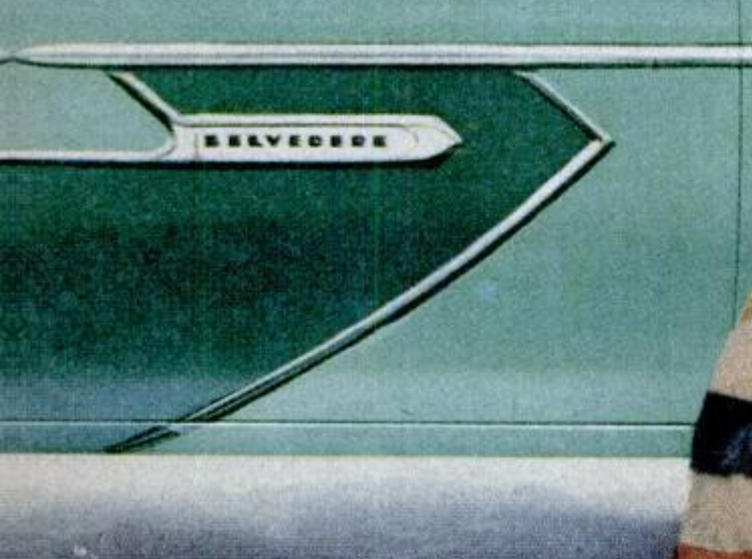
In power, in safety and in smoothness of ride, THE *FORWARD* LOOK takes giant steps ahead. No matter whether you choose a Plymouth, Dodge, De Soto, Chrysler or an Imperial, you'll discover, as millions of people have already, that THE *FORWARD* LOOK brings you a motoring experience you won't find in any other cars today! See your dealer now!

PLYMOUTH, DODGE, DE SOTO, CHRYSLER, IMPERIAL

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See Chrysler Corporation's Great TV Shows, "Shower of Stars" and "Climax!" Thursday nights, CBS-TV

. other cars can't do!



APUSHBUTTON POWERFLITE: finger-tip a button and ɣ you're ready to go! On the left, where only you can reach it!



NEW SAFETY! New LifeGuard Safety Door Latches, strongest body construction and surest controls of any car!

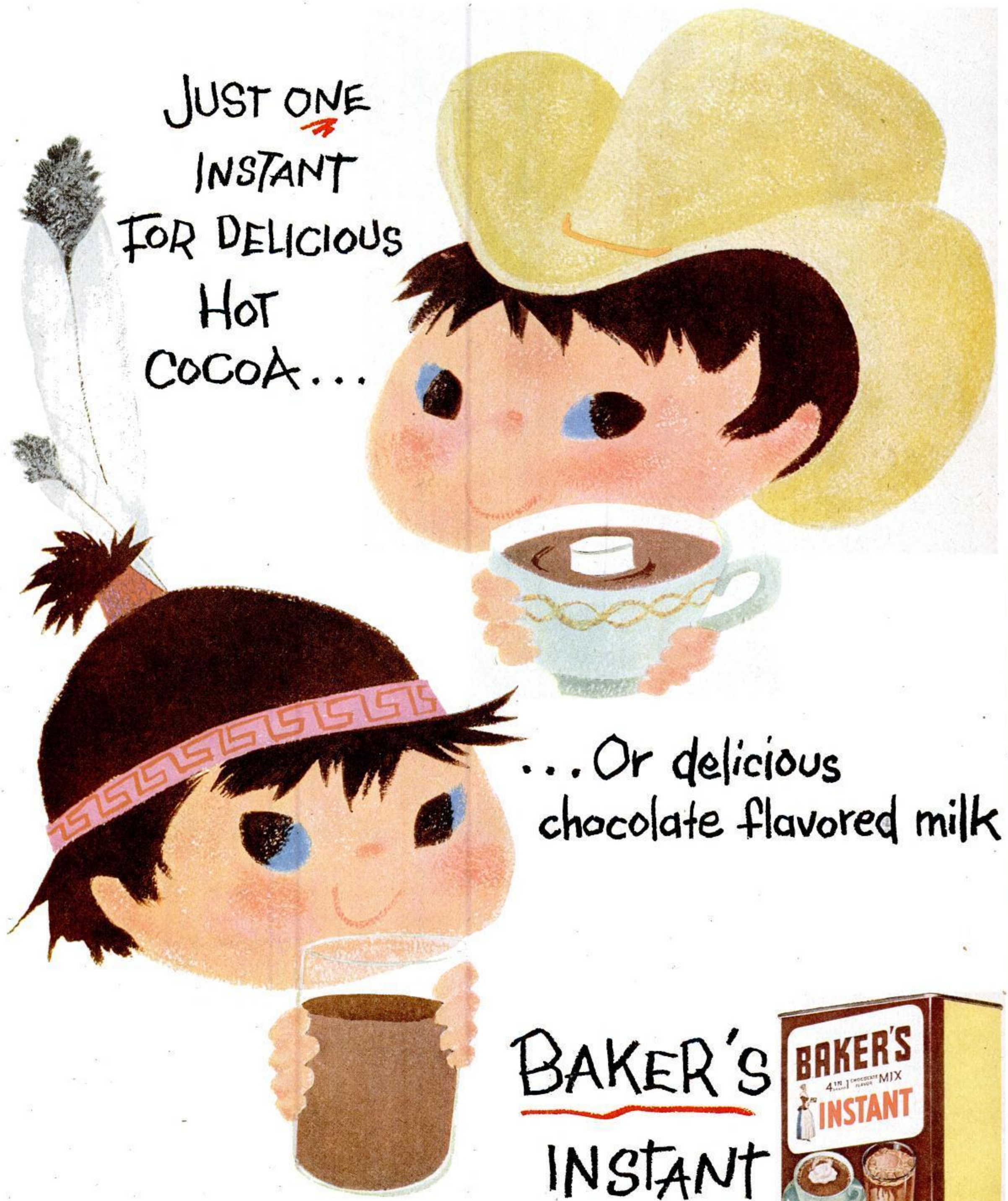


4-DOOR HARDTOPS in *every* price range! The only hardtops with *full-width* rear doors and rear windows!

'THE *FORWARD* LOOK CHRYSLER CORPORATION

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JUST ONE INSTANT FOR DELICIOUS HOT COCOA...



...Or delicious chocolate flavored milk

BAKER'S INSTANT

Only BAKER'S gives milk that favorite "milk shake" flavor . . . hot or cold!

PRODUCT OF GENERAL FOODS

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IN CANDLELIT INTERNATIONAL AMPHITHEATER IN CHICAGO, VICE-PRESIDENT NIXON (LEFT) LISTENS TO TELECAST TALK OF PRESIDENT, WHOM HE INTRODUCED

'BIGGEST TOWN MEETING'

U.S. Republicans are joined by television to give rousing salute to Eisenhower

Tied together by a nationwide closed television circuit, a glittering array of dinner parties, in honor of President Eisenhower, last week added up to what the G.O.P. called the biggest town meeting ever. In a festive atmosphere like that of a supersized birthday party for a favorite relative, some 70,000 Republicans across the U.S. dined together, sang and listened to speeches in a salute on the third anniversary of the President's inauguration. From the 63 dinner rallies in 53 cities, which Republicans paid up to $100 apiece to attend, the party raised close to $4 million for its national, state and local treasuries.

Jubilant though it was, the mood also was expectant. Many Republicans had hoped that the guest of honor, who appeared in person at the Washington rally (*right*) and spoke to all, might use the occasion to announce that he would seek renomination. The President, though plainly touched by the turnout and the warm tributes, said he would announce his decision only when his mind was fully fixed. "I could devoutly wish," he said, "that there were some method by which the American people could . . . point out the path of my true duty. But it appears that this is a question that first I alone must answer." To see how the biggest of all the rallies greeted President Eisenhower, turn the page.



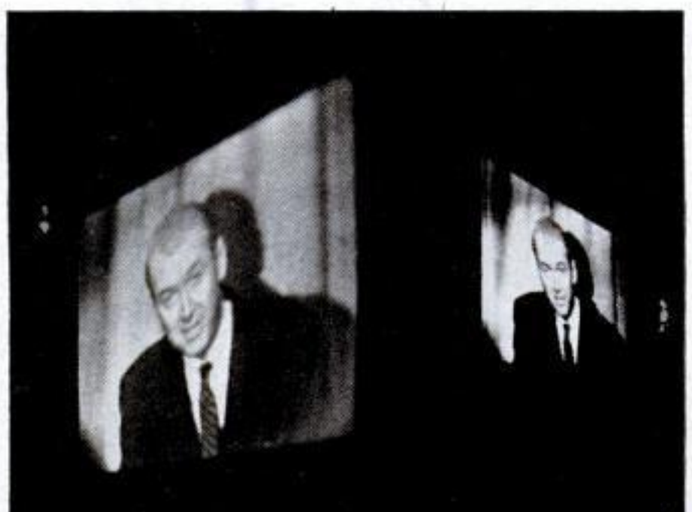
PLEASED PRESIDENT and the First Lady respond to cheers and song, *For He's a Jolly Good Fellow*, that greeted them in Washington's Sheraton-Park Hotel.

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MAMMOTH SCREENS IN MADISON SQUARE GARDEN ARENA SHOW SECRETARY OF TREASURY GEORGE HUMPHREY, WHO WAS ACTUALLY IN THE SPOTLIGHTED AREA



AN IOWA FARMER, LeRoy Getting, says the President is doing all he can to solve the farm problems.



A MOVIE ACTOR, James Stewart, expresses faith the President will be given the strength to carry on.

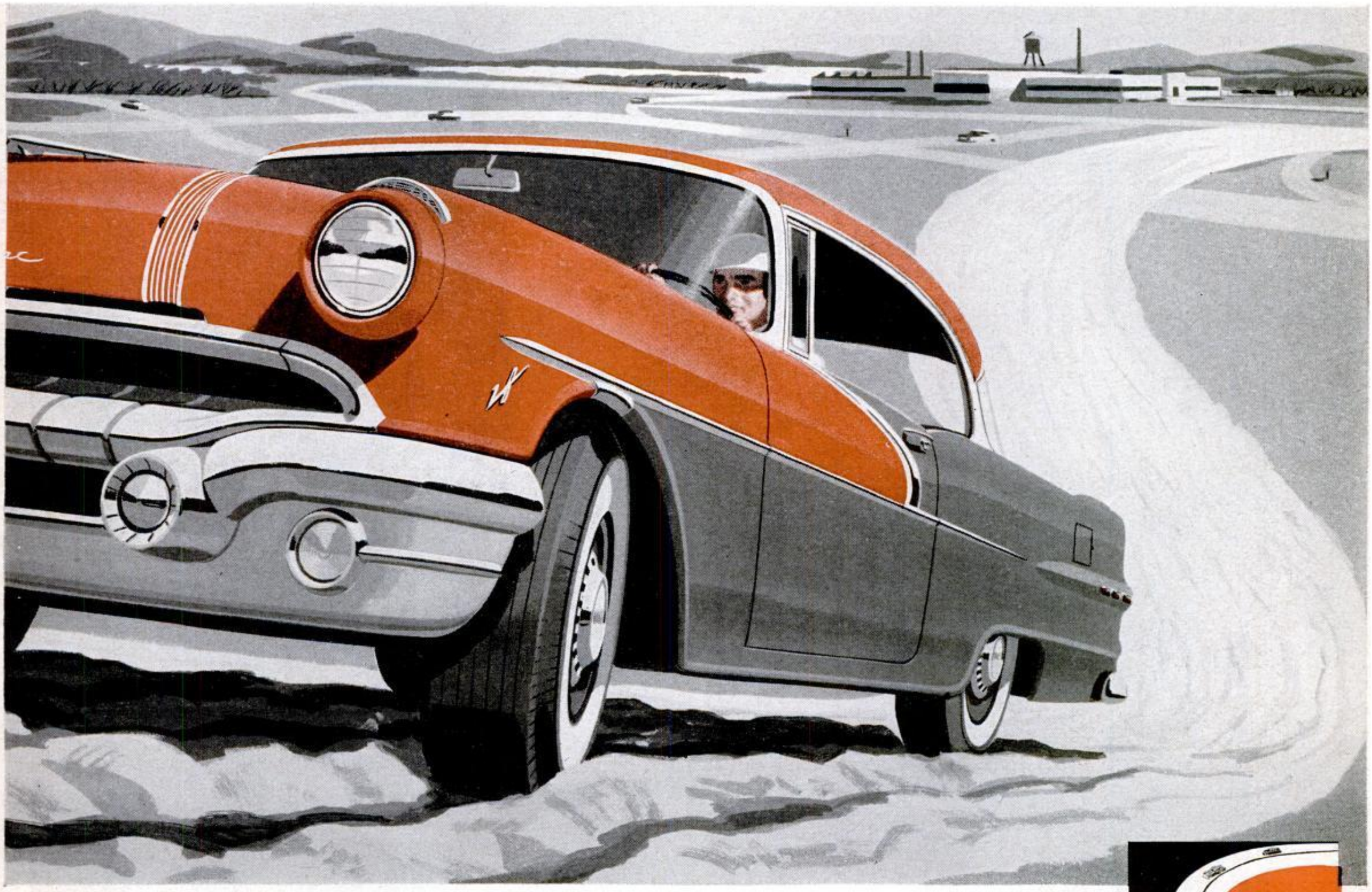


A GREAT GOLFER, Bobby Jones, calls President a fine sportsman and invites him to golf in Atlanta.

SKATING IN MADISON SQUARE GARDEN, PLACARD-WAVING YOUNG REPUBLICANS ENTERTAIN AUDIENCE OF 15,000 AT $100 BOX-SUPPER RALLY, NATION'S BIGGEST



For 1956 GM GENERAL MOTORS presents the world's easiest and safest steering system



PERFECTED BY YEARS OF RESEARCH AND TESTING AT THE GM PROVING GROUNDS!

Experienced test drivers agree—'56 General Motors cars with NEW *Safety* Power Steering are the *sweetest-handling they ever drove!*

This revolutionary new steering system *automatically matches steering power to your driving needs!* When you need MORE power for turning or parking, you get it. When you need LESS power at highway speed, you get just the right amount. In short, it combines the reassuring *"road feel" and stability* of manual steering with *more maneuvering ease* than any other power steering!

NEW *Safety* Power Steering by Saginaw is standard on all 1956 Cadillacs, Buick Roadmasters and Supers, and Oldsmobile Ninety-Eights; optional on all other 1956 Buicks, Oldsmobiles and Pontiacs at *a price too low to pass up!* (Linkage type is optional on all 1956 Chevrolets.) Be sure to get a demonstration before you buy *any* new car! Saginaw Steering Gear Division of General Motors, Saginaw, Michigan.



new **Safety** POWER STEERING

by Saginaw



FAR EASIER PARKING!
Thanks to a revolutionary new valve design, you can park with only about *half* the effort required by other types of power steering.



GREATER ROAD SAFETY!
You *always* have the reassuring "road feel" so vital to safety at highway speed. So stable it *helps* you stay "on course"!



RELAXING NEW RESPONSE!
Now you can drive relaxed as never before. Your wheel responds with less twisting, more precision—you arrive rested and refreshed!

THE SAFETY FIRST STEERING SYSTEM

THAT'S THE LAST WORD IN EASE!

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SNACK BEFORE A LONG SNOOZE

Snuffy, a groundhog, is the pet of a Malott, Wash. farmer named Leslie B. Crandall, who found her two years ago in a nest with six other baby groundhogs. While Snuffy accepted the good things of civilization, like ice cream, she declined to go along with its quickened pace. Addicted to the groundhoggish habit of spending three quarters of life asleep, she began her first hibernation on Aug. 27, 1954 under the woodpile. Last summer, shortly after enjoying the snack above, she hit the sack again, a month earlier than before. Crandall is watching to see whether she appears on Groundhog Day, February 2, the time groundhogs are supposed to get up. But he doubts that she will. Last February she overslept 20 days.

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Thrifty, nifty lunch with STARLAC®—*the heart of milk*

STARLAC TUNA CHOWDER

(makes 4 to 5 servings—approx. 5 cups)

1/2 cup finely sliced onion
1/2 cup chopped celery • 2 tablespoons butter
1 7-oz. can tuna fish, flaked
1 quart liquid Instant Starlac • 2 tablespoons flour
1 teaspoon salt • dash pepper

Lightly brown onions and celery in butter in large saucepan. Remove from heat . . . add tuna fish. Add flour, salt and pepper to liquid Instant Starlac. Beat with rotary beater until just blended. Add to tuna fish mixture. Cook over low heat until thoroughly heated. *Do not boil.*

©1956 by The Borden Company

Borden's Starlac brings you all the nutritious food elements of milk, minus the water and fat.

It brings you the heart of milk—to build strong and healthy bodies with harder muscles, sturdier bones and sounder teeth. That's Borden's Starlac!

It tastes milk-sweet, milk-fresh. It mixes instantly, even in ice water. Grand for drinking! Grand for cooking! Be sure to serve Borden's Starlac morning, noon and night.

Borden's **STARLAC**
-the heart of milk
-about 8¢ a quart

Available in 5-qt. blue package; 3-qt. pre-measured red package; giant 12-qt. package.



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So wonderfully wholesome, pure, refreshing

So distinctive in taste and tang

So welcome—that fresh sparkle—unmistakably Coke

Drink Coca-Cola

REG. U.S. PAT. OFF.

the friendliest drink on earth

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